9/1/40

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 5

SEPTEMBER 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

Sept. 1, 1940

Miami University Library
OXFORD, OHIO

the harder you

the deeper it goes

WOR is like a [illegible]

Wait!

WOR's p-o-w-e-r is like a nail—a long, needle-tipped nail.

WOR takes this power—50,000 watts of it—and by means of a unique directive-array★ system — hammers it down into Greater-New York with a penetrating force that creates an impact of 135,000 watts.

The method is very simple. By fencing its power away from ocean dead-space on the East and the sparsely-populated portions of those states on the West, WOR decks its power—layer on layer—into a collective blanket of more than twice that power. Thus WOR delivers the equivalent of 135,000 watts.

So, when making your next station selection, give more than usual thought to WOR.

We make this suggestion based on the fact that WOR's unique method of packaging, concentrating and more than doubling its power must have a very definite bearing on its success as — 1. The station with a greater file of success stories than any station anywhere; 2. The station that repeatedly, in poll after poll, carries more national spot business than any station anywhere.

These are sound and practical reasons.

that power-full station **WOR**

★*DIRECTIVE-ARRAY radiation of power differs completely from the limited radiation delivered by the standard, or conventional, 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus in New York.*

Oil for the LAMP of KNOWLEDGE

THE lamp of learning burns ever brighter . . . and as a new school year opens, so again does WLS renew its service to the classrooms of Chicago and the Mid-West. "School Time" starts a new year under the full-time supervision of Harriet Hester, WLS educational director.

Burridge D. Butler, president of WLS, founded "School Time" in 1937, dedicated it to shaping and broadening the lives of American school boys and girls. In that first year, 400 schools were enrolled for "School Time," the classroom broadcast of WLS. Last year, ten times that number included "School Time" on their curricula . . . 4,229 schools registered as regular users of these educational broadcasts—an audience of more than 600,000 children.

Every effort has been expended to assure that "School Time" meets the educational needs of the territory which it serves. The success of this effort is reflected in the respect and approval of educators all over the country. It has been granted First Award in national competition. Local surveys made by individual school systems show "School Time" more generally used than any similar broadcasts from commercial stations or networks.

Non-commercial "School Time" is only one part of the WLS Educational Service, *another* service that makes WLS the popular station of the Mid-West.

SCHOOL TIME

WLS, Chicago, 1 to 1:15 P. M., CST

Monday—"Let's Sing." Classroom singing, including fundamentals of music theory. Schools invited to participate in WLS studios.

Tuesday—"Our World Today." Informal discussion of current events by WLS News Editors and upper grade students.

Wednesday—"Rainbow's End." Appreciation program of art, music and literature.

Thursday—"Woodland Secrets." Natural science in story and music, for primary grades.

Friday—"Milestones of Progress." Dramatization of events significant to development of democracy in the Americas.

WLS

The Prairie . . . ge D. Butler,
President . . . G . . . 870 Kilocycles,
50,000 Watts . . . C . . . NBC Blue Affiliate

A DRUG STORE WITH ANNUAL SALES OF $36,914,000.

THE modernly equipped drug stores of New England are operated by progressive retailers, noted for their cooperation in arranging point-of-sale displays to tie-in with radio promotions.

A typical example of the druggists' attitude toward The Yankee Network is provided by a resolution presented by Moses G. Brudno, past president of the Massachusetts Pharmaceutical Association at its annual meeting . . .

. . . "that we send a vote of thanks to The Yankee Network and the Shepard Broadcasting organization for the splendid cooperation with our association in all matters relating to the retail drug industry."

The Yankee Network, with its 18 locally-effective stations, has repeatedly demonstrated "sell-ability" for makers of drug-store retailed products. It is the ONLY network giving COMPLETE coverage of ALL key buying centers in New England.

WNAC	Boston	WCSH	Portland	WLLH	Lowell, Lawrence
WTIC	Hartford	WLBZ	Bangor	WLNH	Laconia
WEAN	Providence	WFEA	Manchester	WRDO	Augusta
WTAG	Worcester	WSAR	Fall River	WCOU	Lewiston, Auburn
WICC	Bridgeport, New Haven	WNBH	New Bedford	WSYB	Rutland
WNLC	New London	WHAI	Greenfield		
		WBRK	Pittsfield		

EDWARD PETRY & CO., INC., *National Representative*

★ THE ★

YANKEE NETWORK

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Introducing

WORD

of Spartanburg

A new Columbia Broadcasting System outlet in the heart of the Nation's best balanced and fastest growing market — the rich thickly populated and highly industrialized Piedmont section of the Carolinas!

on the air September 1

(RCA DELUXE EQUIPMENT THROUGHOUT)

WORD, and its companion WSPA (1000 Watts daytime on 920 and South Carolina's FIRST radio station), blanket an area with 79,270 radio homes which spends each year...

$100,000,000

Facts, not fallacies, about WORD-WSPA market

- ★ 646,166 persons, 72.9 percent white
- ★ 5,830 stores with $99,750,000 retail sales
- ★ Food sales $23,109,000; Drugs $3,692,000
- ★ Wholesale sales $100,140,000; Automobiles 75,853

WORD-WSPA market area determined by Columbia Broadcasting System of Measurement; market facts compiled from U. S. 1930 census, Joint Committee on Radio Research of 1938 and 1935 Commerce Department business census.

A Pair of SELLING Stations Serving A Pair of BUYING States

1000 WATTS
920 KC.
DAYTIME

WSPA - WORD

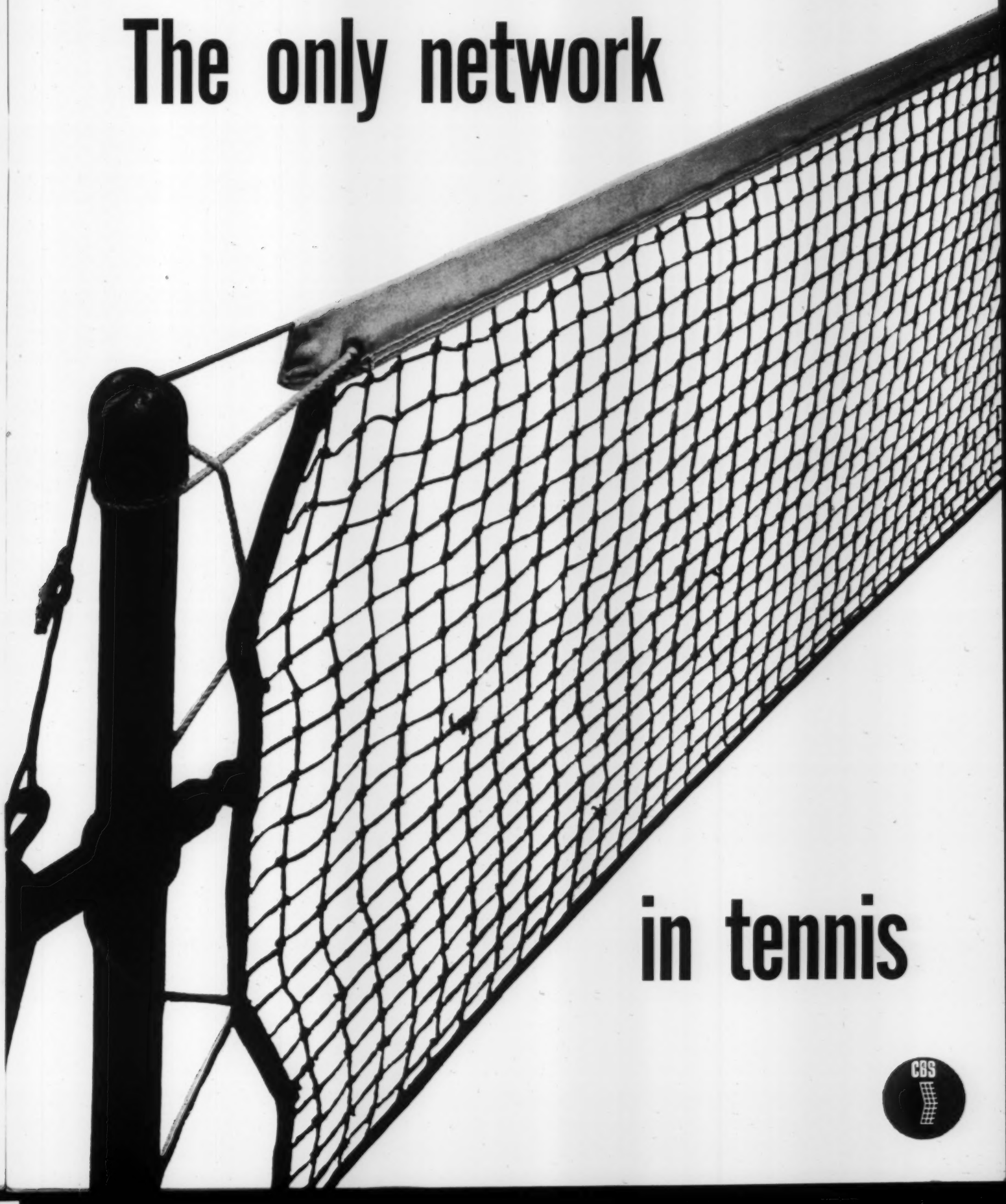
250 WATTS
1370 KC.
DAY AND NIGHT

Spartanburg, South Carolina

Owned and Operated by Spartanburg Advertising Company

Walter Brown, *Vice President and General Manager*

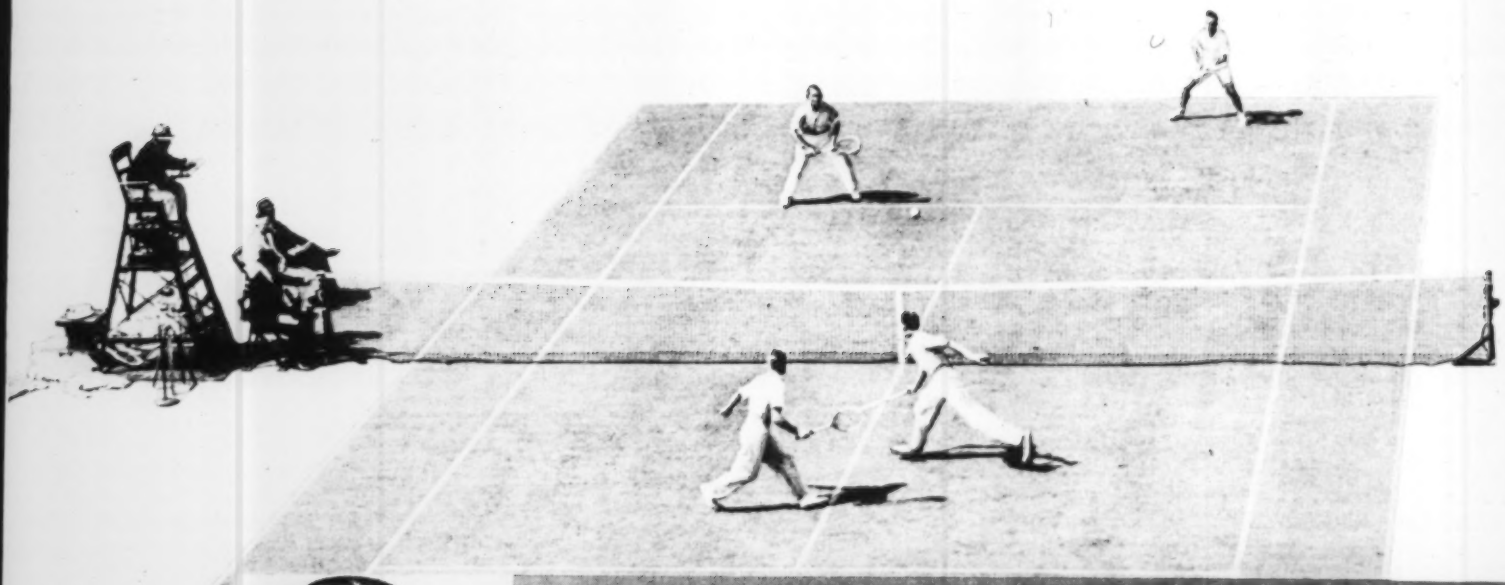
The only network



in tennis

CBS

IT'S CBS...the only network authorized to b



Ted Husing

Jimmy Dolan

THE TENTATIVE BROADCAST SCHEDULE FOR THE NATIONAL SINGLES CHAMPIONSHIPS:	
Saturday, August 31	Summary of first day's play — 5:30 to 5:45 P. M., EDST
Wednesday, September 4	Summary of fourth round play — 5:30 to 5:45 P. M., EDST
Thursday, September 5	Summary of fifth round play — 5:30 to 5:45 P. M., EDST
Friday, September 6	Summary of quarter-final matches — 5:30 to 5:45 P. M., EDST
Saturday, September 7	Play by play description of semi-final matches — 2:00 to approximately 5:00 P. M., EDST
Sunday, September 8.	Play by play description of finals — 2:00 to approximately 5:00 P. M., EDST

to broadcast U. S. L. T. A. championship matches

IF you're going to hear what goes on at Forest Hills Stadium this week — going to follow Bobby Riggs and Alice Marble in the defense of their titles—you're going to be tuned to a CBS station.* For our national tennis championships — singles and doubles — have been part of the exclusive CBS sports schedule since 1936. And will be again next year.

As always, Ted Husing will be at the microphone. That's tennis talk at its best. Forest Hills officials say that Husing's vivid and expert reporting has increased and widened the tennis audience — and increased attendance at the matches as a result. And, as always, Jimmy Dolan will be at his side, working the charts and stroke-by-stroke analysis from which Husing gives his listeners a clearer idea than spectators get of why matches are won and lost. So tune in, tennis fans, to your nearest CBS station, and follow Husing's play-by-play descriptions through point, game, set, match, tournament, and cup.

*Exception. In New York, WABC has exclusive broadcasting rights to all home games of the Yanks and Giants—sponsored this year by Camel Cigarettes. In New York, therefore, Columbia has released its tennis broadcasts to two local stations, WNYC and WHN.

CBS–Exclusives

SPORTS FANS, of course, know that CBS carries a greater variety of exclusive sports events than any other network; tennis, racing, all golf, all polo. But CBS has offered other "exclusives" this summer to satisfy the taste of *all* its audience. This, in spite of the heaviest summertime commercial schedule in its history.

In recent weeks, for example, millions of listeners have delighted in their discovery of "Forecast." This CBS series of 14 different new radio shows is the most ambitious effort ever made by any network to discover fresh talent and techniques for future programs.

Men and women who love and want fine music know that Columbia is the only network that gives them the Lewisohn Stadium summer concerts of the New York Philharmonic-Symphony Orchestra.

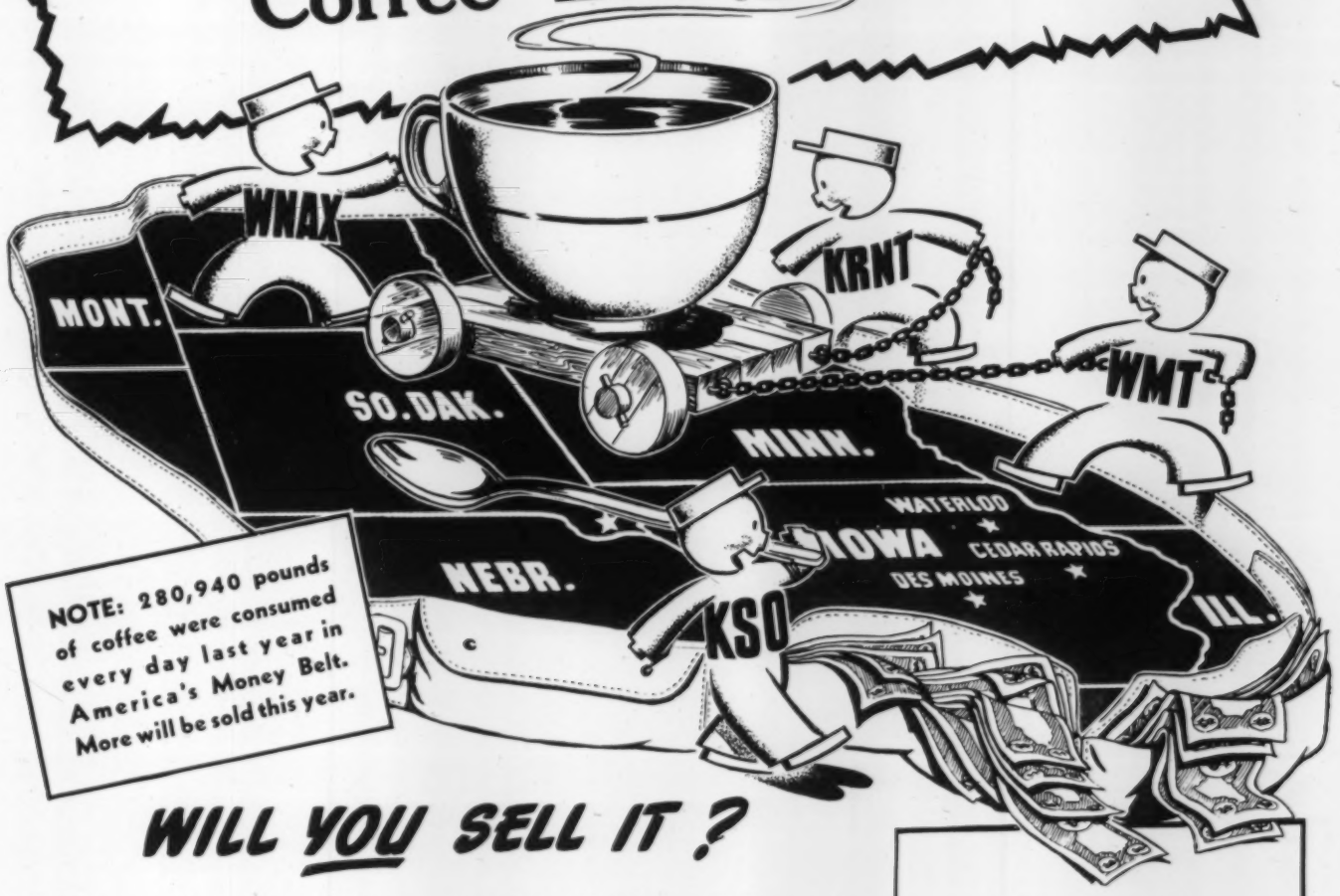
People who want news faster than ink can dry, turn many times a day to Columbia's news-dispatches. And more than ever, this news-heavy summer, they have listened night and morning to Columbia's exclusive "The World Today" with its expert summing up of the day's news-story from the great news-capitals of the world.

So for exclusives in sport, music, news, drama:

CBS

WANTED .. in "America's Money Belt"

280,940 Pounds of Coffee *Every Day!*



WILL YOU SELL IT ?

JAVA, too, would move right off the map if "America's Money Belt" quit drinking coffee. The folks in this rich region buy coffee "by the barrel."

But, that's not all.

Every other article that's needed is bought the same way . . . with the cash wealth of "America's Money Belt" — and that means profit for you if you are selling them. Those 6,573,277 people have cash in their jeans.

There's just one way to tell the entire "Money Belt' region about your products. Use the Cowles Stations — the *"four-way voice of the Money Belt."*

---

* There are now 20,630 coffee outlets in "America's Money Belt."

WHICH OF THESE DO YOU SELL?

Annual Retail Sales in "America's Money Belt"

Canned Fish	$ 10,188,579.30
All Cereals	21,396,016.64
Canned Milk	27,370,565.09
Bread	185,643,789.87
Flour	64,455,291.52
Shortenings (Vegetable and salad oils) (Not including lard)	31,209,919.20
All Perfumes, Cosmetics	17,215,412.46
All Soaps	39,197,765.40
All Canned Fruit and Vegetables	47,731,971.20
Tobacco	85,649,799.31

The Cowles Stations

WMT ★ **KRNT** ★ **KSO** ★ **WNAX**

CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

WMT KRNT KSO WNAX

Affiliated with **THE REGISTER AND TRIBUNE, Des Moines, Iowa**

Represented Nationally by THE KATZ AGENCY

Carve your advertising message on the really VITAL SPOTS

GET a *real* audience for your message—and you'll get results! And here's proof!

An NBC spot sponsor recently made a one-time offer over KDKA in Pittsburgh. Quick as a wink he received 12,554 responses, from 1152 cities, in 164 counties, in 11 states! 70% of the mail came from 468 towns within a 50-mile radius of Pittsburgh. Result? New profits for the sponsor!

Typical of what the 17 NBC vital spots can do for you is this performance. That's why these spots have been used more, by more advertisers, this year than ever before. Offering you a ready-made audience that spends money, they're completely represented by NBC.

WEAF WJZ	50,000 Watts—660 kc.	New York
WMAQ WENR	50,000 Watts—760 kc.	New York
KGO KPO	50,000 Watts—670 kc.	Chicago
	50,000 Watts—870 kc.	Chicago
*WRC	7,500 Watts—790 kc.	San Francisco
*WMAL	50,000 Watts—680 kc.	San Francisco
WGY	5,000-1,000 Watts—950 kc.	Washington
KOA	500-250 Watts—630 kc.	Washington
WTAM	50,000 Watts—790 kc.	Schenectady
	50,000 Watts—830 kc.	Denver
	50,000 Watts—1070 kc.	Cleveland
	WESTINGHOUSE STATIONS	
WBZ WBZA	50,000 Watts—990 kc.	Boston
KYW	1,000 Watts—990 kc.	Springfield
KDKA	10,000 Watts—1020 kc.	Philadelphia
	50,000 Watts—980 kc.	Pittsburgh
WOWO WGL	10,000 Watts—1160 kc.	Ft. Wayne
	250 Watts—1370 kc.	Ft. Wayne

The NBC Spot Specialist in New York, Chicago, San Francisco, Boston, Cleveland, Washington, Denver or Hollywood, will give you full information on any or all of these NBC Represented Stations.

*WRC and WMAL will soon be operating with 5,000 watts day and night

Effective September 1, WOWO and WGL, Ft. Wayne, Indiana, became NBC represented stations

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

ONE YEAR CHANGED THE WORLD...

Nations collapsed overnight. Battlefields shifted hourly —even War, itself, changed. United Press reported the ever changing scene swiftly, accurately. Radio stations now—more than ever before—depend on United Press for complete and reliable world news coverage.

U.P. UNITED PRESS

PORTRAIT OF THE

BEST SOUNDING BOARD IN RADIO

WEAF's New Salt-Water-Way to the World's Richest Market

Just as the sounding board of a fine piano multiplies and enriches the depth and beauty of a measured chord, a treble run or a single sharp note, so WEAF's new sounding board—its salt-water-way into New York—will multiply and enrich the value of your programs as they speed into the world's most thickly populated area.

From Port Washington, across Long Island Sound, over the East River and into the heart of New York, WEAF's new signal will come in with greater volume and greater clarity than ever before—a full 25 millivolts throughout the five boroughs. And across to Connecticut, over to New Jersey, down Long Island itself, WEAF's new transmitter will send your programs with a vigor that will not be denied to any radio set.

For salt water is the best conductor of radio waves and WEAF's new transmitter location takes complete advantage of this natural phenomenon.

Years of testing, years of experimenting ended a few months ago in Port Washington, Long Island. Here was the best spot, the one location which would endow a radio signal with gigantic power and deepest penetration. Here was the ideal situation for erecting the most modern 50,000 watt transmitter in the whole market and for giving it full effectiveness in reaching that market—every last bit of it.

And so, early in October WEAF will broadcast its great programs—the finest on the air—across radio's best sounding board, providing unequalled service to listeners and advertisers alike.

WEAF *New York... 50,000 Watts... 660 Kilocycles*

Key station of the NBC Red Network—the network most *people listen to* most

"What's the Midwest got on the rest of the U. S.?"

"Mac, you're an A No. 1 client! Never had a radio schedule accepted so quickly in my life."

"Just sensible, Bill. We know most of the new money is going into heavy industries. Even now, buying power of their workers tops every other group. You've shown me how economically WJR and WGAR will put our advertising into two of the most prosperous industrial centers. Where do I sign?"

An Extra Million Dollars A Day! Gigantic orders are pouring into the "Golden Horseshoe", the vast industrial empire served by WJR Detroit and WGAR Cleveland. During the past two months alone, these contracts have soared more than fifty million dollars above normal . . . assured still fatter pay envelopes, still greater buying income for our workers.

WJR
THE GOODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland
Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc., Nat'l Representatives

WHO WANTS 5,000 LIVE DRUG OUTLETS?

Talk about merchandisers! The 5,000 druggists of the "Golden Horseshoe" sell more than a hundred million dollars in drug products every year. Surveys show them partial to radio advertising . . . particularly over WJR and WGAR, the stations they say "send in" the buyers.

"What Are The Best Test Cities?" Sales Management Magazine asked 162 advertising agency men. Of the 18 cities over 100,000 population named in the East North Central territory, nine are located within the "Golden Horseshoe." See that your next test reaches all nine of these important test cities (plus 6 more test cities under 100,000). See that WJR and WGAR, the Great Stations of the Great Lakes, are included in your next radio schedule!

New Yorkers Don't Smoke nearly as many cigarettes as are consumed in the "Golden Horseshoe." Here, we sell twelve billion a year . . . half again as many as sold in the city of New York. Money to spend for everything from ciggies to cabriolets . . . that's your "Golden Horseshoe" prospect reached by WJR and WGAR.

BROADCASTING
and
Broadcast Advertising

Vol. 19. No. 5 WASHINGTON, D. C., SEPTEMBER 1, 1940 $3.00 A YEAR—15c A COPY

Defense Steps Involve Broadcast Industry

Tobey Presses for Investigation as Brown Confirmation Hangs in Balance; Draft Bill Affects Industry

ALTHOUGH unnoticed in the march of national defense legislation through Congress, broadcasting is destined to feel the pinch of new and prospective laws which will affect the economic, personnel and regulatory aspects of the industry.

Enactment by the Senate of the draft bill, with swift House approval expected, may mean eligibility of perhaps several thousand of radio's young men for compulsory military training. The excess profits tax bill passed Aug. 29 by the House also affects broadcasting as a business and, if enacted in its present form would cut deeply into station revenues, particularly outlets licensed since 1935.

Brown in Crossfire

From the regulatory standpoint, the outlook is far from bright. Renewed efforts are being made for a far-reaching investigation of both the industry and the FCC, with confirmation of Thad H. Brown for reappointment to the FCC caught in the cross-fire. But beyond that, despite assurances from high Government quarters that there is no idea of disturbing the status quo of commercial broadcasting, even in the event of our actual involvement in war, certain New Deal Senators have suggested that the President, in addition to the power already given him in the draft bill to take over factories which refuse defense orders, might also be empowered to conscript the press and radio for propaganda purposes.

Col. Brown's confirmation hangs in the balance. There is talk that his nomination may be withdrawn. The Senate Interstate Commerce Committee at a meeting Aug. 29 decided after 10 weeks of consideration to defer a vote on the Brown nomination until sometime after Labor Day. This action came after a bitter one-hour executive session during which it is understood Senator Tobey (R.-N.H.) took occasion to level new charges of a sensational character against the Ohioan.

Col. Brown's qualifications to serve on the FCC, of which he has been a member since its creation in 1934, though bitterly attacked by Senator Tobey, were overshadowed by the impromptu inquiry directed by the New Hampshire Republican into RCA and CBS. When the hearings ended Aug. 23, Senator Tobey introduced his resolution for the far-reaching inquiry without, however, relaxing his determined opposition to Col. Brown's confirmation.

Heated Committee Session

What transpired in the heated session Aug. 29, attended by a dozen of the committee's 21 members, was not revealed. Chairman Wheeler (D-Mont.) stated simply that the committee had decided to recess subject to his call. He indicated that the next meeting would be held sometime after Labor Day and that the Tobey Resolution would come up at that time.

Because of preoccupation of the Senate with defense legislation, and the forthcoming Presidential elections, it was considered unlikely the committee would vote out the resolution at this time. A resolution introduced last year by Senator White (R-Me.) for a fact-finding inquiry into radio also is pending before the committee, and presumably would be pressed by the Maine Senator if action is sought on the more sensational Tobey measure.

Col. Brown was nominated by President Roosevelt to serve a seven-year term from July 1, and because of failure of the committee to act he has been without portfolio since that date. Hearings first were held June 12, at which time Senator Tobey began what appeared to be a one-man crusade against his reappointment, premised largely on the FCC committee's Network-Monopoly Report. The inquiry promptly was directed toward purported stock-rigging operations of CBS, and then took a more sensational turn by involving RCA and two former United States Senators in activities relating to the RCA consent decree of 1932 [BROADCASTING, Aug. 1, 15].

Withdrawal Rumored

Rumors of withdrawal of the Brown nomination were denied semi-officially prior to the Aug. 29 committee meeting. When the committee recessed without action it was indicated there had developed an increased opposition to confirmation and that rather violent new charges had been levelled against the commissioner. It was thought that possibly committee members would confer with Col. Brown prior to the next committee meeting.

Present at the session were Chairman Wheeler and Senators Tobey; Minton (D-Ind); Reed (R-Kan.); Gurney (R-S. D.); Neely (D-W. Va.); Smith (D-S. C.); White (R-Me.); Donahey (R-Ohio); Shipstead (FL-Minn.); Hill (D-Ala); Austin (R-Vt.). Opposition to confirmation centered around Tobey while those expressing themselves strongly in favor of confirmation were said to be Senators Neely, White and Donahey.

Some Senators were inclined to compare the Brown case with that of former Rep. Thomas R. Amlie, named by President Roosevelt two years ago to serve on the Interstate Commerce Commission. His name was withdrawn after a revolt in the Senate. Senator Tobey's determined opposition, it was said, inevitably would lead to a battle on the floor in event the committee reports the nomination favorably.

Probes 'Favors' to FCC

Within the FCC itself there is deep feeling over the Brown incident and subsequent developments. The view is openly expressed that much of the ammunition used by Senator Tobey emanated from inside FCC sources. Feeling is particularly strong over letters sent to individual commissioners, and to Chairman Fly for all subordinate Commission personnel, asking for lists of any "favors, perquisites or

RUNNING account of the concluding days of the Senate Interstate Commerce Committee's hearings on the Thad H. Brown nomination appears on pages 72 to 76

Text of Tobey Resolution

S. Res. 30 Introduced Aug. 23

Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make a full and comp'ete investigation with respect to (1) the existence, extent, formation, legality, and effect upon the public or any individual or group, of any monopoly in radio broadcasting or any phase thereof or in the production, sale, or distribution of radio receiving or broadcasting apparatus; (2) the administration by the FCC of those provisions of the Communications Act of 1934, as amended, which relate in any manner to radio communications; (3) the manner of exercise by licensees of the FCC of the privileges conferred upon them by their licenses from the FCC; (4) the effect upon the public interest of any contract pertaining to radio to which any such licensee or any broadcasting network is a party; and (5) any attempts made by any such licensee, broadcasting network, or any person, company, or corporation engaged in any business relating to radio, or by any attorney, agent, or representative of any such licensee, network, person, company, or corporation, to unduly influence any public official in the exercise of his duties with respect to any matter pertaining to radio. The committee shall report to the Senate, at the earliest practicable date, the results of its investigation, together with its recommendations, if any, for necessary legislation.

For the purposes of this resolution, the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places during the sessions, recesses, and adjourned periods of the Seventy-sixth and succeeding Congresses, to employ such clerical and other assistants, to require by subpena or otherwise the attendance of such witnesses and the production of such correspondence, books, papers, and documents, to administer such oaths, to take such testimony, and to make such expenditures as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 25 cents per hundred words. The expenses of the committee, which shall not exceed $25,000, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman.

gifts" received from any person or company in radio, and the nature of these and their number in detail. As BROADCASTING went to press, only one reply had been received by Senator Tobey — from Commissioner Paul A. Walker.

During the final debate on the draft bill Aug. 28, Senator Josh Lee (D-Okla.) vigorous advocate of conscription, observed that the Government ought to have the power not only to take over a factory in case of war, but also radio stations and newspapers. As passed, the measure provided that the Government be permitted to take over any industrial plant if the private owners will not reach a satisfactory agreement on materiel contracts with the Army and Navy.

Take Over Radio Stations?

"Certainly the Government ought to have the power to take over a factory in case of war," Senator Lee said. "It ought to have power to take over a radio station. It ought to have power to take a newspaper for propaganda if necessary to protect itself. If we are in danger, why should not the Government have such power?"

Senator Downey (D-Cal.), in opposing the factory conscription amendment, which finally was adopted, said that as he understood it, if the Secretary of War or the Secretary of the Navy should say, "This newspaper is a facility that I require to spread news or propaganda," or "This radio is necessary for public purposes", that decision "would be final, and the newspaper or the radio station would pass out of the hands of the proprietor." He said this would constitute dictatorship.

How compulsory military training under the draft bill might affect the broadcasting industry, was the cause of speculation in radio circles. With an estimated 20,000 employes in broadcasting, it was calculated that about 15,000 are men. Of these, half were estimated to be unmarried, and perhaps 5,000 might fall within the age limitations of 21 and 31 covered in the draft and required to register. If drawn in the draft, they would be liable to a year's training under the bill as passed by the Senate.

The excess profits tax bill, adopted speedily Aug. 29 by the House and sent to the Senate for action, also is expected to be jammed through Congress in record time. Precisely how it will affect the broadcasting industry as a whole is now being studied, but it is clear that a broadcasting company, despite the fact that it is in the sphere of "personal service" operation, is not distinguished from manufacturing and other pursuits in which heavy plant investments are involved, at which the legislation apparently was aimed.

Tax Affects Stations

In one quarter it was said that broadcasting should not have been included in the blanket provisions and there is likelihood that steps will be taken for remedial action before the measure reaches the Senate floor. Because of the provisions of the measure, it was said that it will affect older stations far less than those established since 1935. Roughly, it was calculated that a station with a $30,000 net operating revenue after normal income taxes would be called upon to pay an excess profits tax of some $7,000 under the bill as now drafted.

In general terms, the measure provides for excess profits taxes to be computed on the basis of the four-year average income prior to 1940, as against the 1940 net income. The difference between the four-year average and the 1940 net would be taxable at the excess profits rate. This rate is 25% for the first $20,000 and 30% for the next $30,000, graduating upward to 50% on profits of $500,000 or over. Normal taxes would still apply all down the line.

The four-year average method applies only to corporations in business prior to Jan. 1, 1936. For stations licensed since that time, the bill, as passed by the House, specifies that a percentage of invested capital be used as the denominator in computing 1940 income. A $5,000 flat exemption applies to all corporations. Thus it is estimated that only about 70,000 corporations will be affected. Based on station revenues, however, it is thought that possibly some 500 stations will fall within the tax bill brackets, particularly the larger stations and the networks.

Defense Plan Active

Another development was the disclosure that the project of FCC Chairman James Lawrence Fly for the creation of a Defense Communications Committee, made up of Government communications officials, has not been pigeon-holed. It was learned in official quarters that President Roosevelt might at any time promulgate the Executive order creating the agency. Its personnel would comprise representatives of the FCC, State Department, Army Signal Corps, Naval Communications, and Coast Guard, under Chairman Fly's original plan, first revealed several months ago.

Chairman Fly indicated that opposition of the broadcasting industry to his basic plan was responsible for the delay in Presidential action. The broadcasting industry had suggested appointment of a communications coordinator for the Knudsen-Stettinius Commission rather than a Government board, with industry subcommittees representing broadcasting, telegraph, telephone and cable. Chairman Fly said that the communications groups had been cooperative and viewed the situation of national defense coordination "in a very fair manner".

Drawn for BROADCASTING by Sid Hix

"I Wish My Millions of Listeners Could See These Smiling Thousands of Loyal Wahoo County Voters!"

Tobey Asks Commissioners and Staff For List of Gifts From Radio Concerns

IN A LETTER dated Aug. 22, Senator Tobey asked each individual member of the FCC to advise him whether he had received any "favors, perquisites or gifts" from any person or company in radio, and if so, "state the nature of these and the number in detail". He explained he was addressing the inquiry to each member of the Commission "in an entirely impersonal way".

"In going into matters in connection with the hearing pending before the Interstate Commerce Committee regarding radio matters," the Senator wrote, "there has come to me information that some members of the FCC have in the past received perquisites, gifts, favors, or emoluments of one kind or another from either a radio station, one or more of the broadcasting companies or systems, or RCA, or from officials of the foregoing, these sometimes taking the form of expenses being paid to different places, sometimes gifts of radio or television instruments, or other things."

On Aug. 21, Senator Tobey addressed Chairman Fly along the same lines but with reference to FCC personnel. In this letter he stated:

"Will you please have each such employe of the FCC furnish me with a list of items of any favors, gifts, emoluments or transportation which has been furnished to them by any of the broadcasting systems or radio stations or RCA, or any officials of the foregoing, since they have been employees of the FCC, and this information is requested not only from present employees but from any members of the staff who have served their official connection with your organization within the last 90 days."

General Foods Adding Two New CBS Serials

GENERAL FOODS Corp., largest CBS advertiser, on Oct. 7 adds two script shows, *Kate Hopkins* and *Portia Blake* on large hookups, increasing its CBS slate to nine regular programs. Renewals of *We, the People* and *Kate Smith Hour* on CBS are planned shortly. Both new serials were carried on transcriptions. *Kate Hopkins* will promote Maxwell House Coffee, Mondays through Fridays, 4:45-5 p.m., with repeat, on 43 stations. *Portia Blake* will promote Post Toasties and is booked Mondays through Fridays, 4-4:15 p.m.

CBS will easily surpass in the last half of 1940 its food-billing mark of $6,698,834 for the first half of the year. General Foods has greatly expanded its CBS billings in recent years, rising from $423,751 in 1937 to $2,720,386 in 1938, $3,191,167 in 1939. Other General Foods programs on CBS are *Elmer Davis*, 87 stations for Post Toasties; *Kate Smith Speaks, News*, 67 stations for Grape Nuts; *My Son & I*, 68 stations for Calumet baking powder and Swansdown cake flour; *Joyce Jordan, Girl Interne*, 51 stations for La France, Saltina and Minute Tapioca; *Young Dr. Malone*, on 69 stations for Post's 40% bran flakes.

Star Razor to Sponsor Wythe Williams on MBS

AMERICAN SAFETY RAZOR Corp., Brooklyn (Star razor blades) on Sept. 10 starts twice-weekly sponsorship of Wythe Williams, MBS commentator, on 93 MBS stations, the largest contract for a newscaster Mutual reports it has ever signed. Williams currently is heard sustaining on MBS, Tuesdays and Thursdays, 8-8:15 p.m., and will continue the same schedule under the sponsorship. He also is heard on MBS Sundays, 7:45-8 p.m., under sponsorship of Peter Paul Inc. for Mounds candy.

Formerly editor of the *Greenwich Times* and a Mutual commentator and analyst for the past year, Williams is a veteran newspaper correspondent and has won fame for several news beats on the European crisis. He was banned from Germany in 1934 and has received word that his writings are forbidden in the country and that he will be immediately arrested if he attempts to return. Federal Adv. Agency, New York, has the account.

Budgets Pared, Parties Cut Radio Plans

Limited Schedules Planned During Campaign

INSTEAD of spending the $1,000,000 or more apiece on radio time, as at first confidently predicted by the party radio chieftains themselves, the major political parties are conducting current national election campaign on budgets so severely curtailed that their radio operations may fairly be described as hand-to-mouth.

Unless the purse-strings open up, which seems unlikely at this writing, it is doubtful whether the Democratic and Republican National Committees together will spend as much as $1,000,000 for time on the air between now and the November elections. During the 1936 campaign they bought network time alone in the amount of nearly $1,275,000, plus an estimated $250,000 worth of national spot.

Official Curtailment

Limitations imposed on total political expenditures by the Hatch Clean Politics Act, along with reduced amounts of money available, have caused this unexpected curtailment of radio budgets. The Democrats have definitely cut their radio budget to $250,000, which is about half the amount spent in 1936. The Republicans are under a strict injunction from Wendell L. Willkie not to spend more than $3,000,000, the allowable limit, on the entire campaign and to date are uncertain how much of this can be allocated to radio.

It appears now that plans for spot campaigns originally projected on an ambitious scale, including placement of transcribed speeches, will all but go by the boards. What money is spent may go almost entirely to the national networks, with relatively few across-the-board schedules and with time ordered on an as-you-go basis. Indeed, the GOP contemplates national hookups for Mr. Willkie himself only six or eight times during the campaign, although he will speak in many communities on his barnstorming tour starting in September and may be sponsored locally or regionally through local and State party committees.

GOP Names J. Walter

The Democratic National Committee's radio budget for 1940 amounts to only $250,000, with slight prospect of any substantial increase, according to G. W. (Johnny) Johnstone, Democratic radio director. The Republican National Committee has fixed no radio budget and Wells (Ted) Church, its radio director, who headquarters in Washington, reports that the paucity of money available has already led to the slashing of transcription plans by about 90%.

Mr. Church announced Aug. 30, despite the slash in budget, that J. Walter Thompson Co. had been appointed as the advertising agency for the party, to handle all advertising placements. The precise size of the radio budget has not been established, but will be far below that originally contemplated, Mr. Church revealed. John Meek, Thompson account executive, will be in Washington Sept. 3 to discuss immediate radio plans with Mr. Church.

It was expense as much as anything else, that led the GOP party chiefs to decide against sponsoring a reply to the Democratic-sponsored speech by Secretary Ickes to Mr. Wilkie's Elwood acceptance speech on Aug. 17. The hookup would have cost $4,000 to reach the same audience addressed by Secretary Ickes on the NBC-Blue Aug. 19.

Dems Name Rankin Agency

Although little if any production is involved, the Democratic committee, according to Mr. Johnstone, has appointed William H. Rankin Co., New York, and all national network and spot time will be placed through that agency. Mr. Rankin was prominent in handling the newspaper end of the Democrats' 1936 campaign and his agency has handled advertising for the President's Birthday Ball.

Mr. Johnstone also disclosed that he has definitely bought the combined NBC-Red, Blue, CBS and MBS networks for the 11 p.m.-midnight period Nov. 4, election eve, thus assuring the Democrats the final say over the radio before the elections. It has not been decided who will speak over the hookup.

Party Radio Chiefs

Mr. Church

Mr. Johnstone

The Republicans contemplate that the greater burden of time-buying will fall on State committees conducting State campaigns and at the same time promoting the national ticket. No foreign-language recordings are planned, he said, although these were widely used in the 1932 and 1936 campaigns.

Finances Discussed

On Aug. 20 representatives of the three national networks met with Oliver A. Quayle Jr., treasurer of the Democratic National Committee, Charles Michelson, Democratic press chief, and Mr. Johnstone, who are headquartering at the Biltmore in New York, to discuss finances and general political broadcast policy.

They met with the same group—Niles Trammell and Mark Woods, NBC; Ed Klauber and Frank White, CBS; Fred Weber and Ed Wood, MBS—that had discussed the same problems with the Republican campaign directors a few days earlier.

The meetings resulted in agreement on such policy matters as playing down dramatizations and banning such practices as the use of excerpts from recorded speeches by President Roosevelt by Senator Vandenburg during the 1936 campaign. Also discussed was the matter of "kicking back" the usual agency 15% commissions to the parties in lieu of placements through agencies, but after representations by the American Assn. of Advertising Agencies, which vigorously opposed this departure from practice, the suggestion was rejected by the networks.

Curtailed Schedules

The reduced budget will have an immediate effect on Democratic radio schedules. Whereas in 1936 the Women's Division of the national committee sponsored twice-weekly programs appealing to women voters, it is likely this year no more than one, if any, will be scheduled each week.

Unless the budget is raised, there will not be funds for any intensive transcription campaign. However, spot will be placed to some extent, using one to five-minute spots with local announcers reading prepared scripts.

Although no estimate could be made of money to be spent on State and regional coverage by local and State organizations, it will be substantial, and in general these local efforts will be coordinated through the national office as a practical measure. This is apart from the national network or spot campaign, however.

To date the Republicans have had only one sponsored program—Oren Root's 15-minute program of Aug. 17 on all three networks, sponsored by the Willkie-for-President Club rather than by the national committee. The Democrats scheduled three—Secretary Ickes on NBC-Blue and Chairman Flynn on 70 CBS stations, both Aug. 19, and the farmers' forum feature, *We The Farmers Speak*, on 75 MBS stations Aug. 28, the eve of Wallace's acceptance speech.

After Labor Day sponsored political campaign programs will start in earnest, following the non-sponsored vice-presidential acceptance speeches of Senator McNary Aug. 27, and Mr. Wallace Aug. 29.

* * *

Socialists Buy Period

Although their campaign budgets are far below those of the Democrat and Republican organizations, both the Communist and Socialist parties will use some radio in their 1940 national campaign activities. To date only one network broadcast

(*Continued on page 99*)

Code Is Relaxed in Campaign To Admit Non-Party Groups

Ruling Follows Inquiries on Fr. Coughlin Offer; Rulings Depend on Content of Programs

UNDER an interpretation of the "controversial issues" feature of the NAB code just made by the Code Committee, the bars are let down somewhat to permit sponsored broadcasts by non-party persons or organizations seeking to expound their views during the present political campaign. The interpretation was drawn up by the committee, meeting shortly after the recent NAB convention in San Francisco, and was prompted by inquiries from stations on the proposed commercial broadcasts by Father Charles E. Coughlin now being offered on half-hour transcriptions as a series of 52 Sunday broadcasts to start Oct. 10.

Only During Campaign

That Fr. Coughlin and others seeking commercial time are entitled to it, but only during the period of the campaign, is the essence of the ruling, which adds a proviso that "equal opportunity be afforded for the presentation of opposing views". The Code Committee stated that such broadcasts must be limited to the "duration of the campaign", which would thus give Fr. Coughlin opportunity to deliver only four Sunday addresses before the November elections, after which his talks, if controversial in nature, would come under the regular code ban.

Fr. Coughlin's agency, Aircasters Inc., has offered contracts to an unstated number of stations, but few acceptances have been reported. The Coughlin agency has consistently followed a policy of releasing names of none of the stations carrying his dissertations. It is understood the Detroit radio priest intends to come out for Willkie for President, though the Republican Party organization will in no way be connected with his purchases of time, and in a statement Aug. 27 the candidate himself disavowed any desire for Coughlin support, and is said to be planning to speak out against the Christian Front, German-American Bund, Silver Shirts and other allegedly subversive organizations.

An organization known as the Friends of Democracy, with which

(*Continued on page 98*)

Music Groups Back Industry In Developing BMI Program

Rumors Include Threats to Radio, Operation of Stations by ASCAP; Arbitration Hints Wither

HEARTENED not only by the solid support of the broadcasting industry but also by encouragement and cooperation from virtually all users of music, Broadcast Music Inc. is forging ahead with the building of a non-ASCAP repertoire which it confidently believes will be sufficient to supply broadcast needs by Jan. 1.

Despite reports of every conceivable nature emanating from ASCAP sources, intimating dire things will happen to radio unless some arrangement is made for new ASCAP contracts, all segments of the industry are working toward the goal of ASCAP-less operation when the year ends. Threats of strikes by artists and by musicians have been heard, but appear grossly exaggerated. Similarly, reports of efforts by important figures to arbitrate the controversy have proved unfounded.

In the hodgepodge of Tin Pan Alley rumors were several hints that ASCAP would seek to buy a station or stations in New York to insure performance of its catalogs, or that it might buy time over stations on the theory that since broadcasters have gone into the music business, the songwriters and publishers should have no qualms about becoming broadcasters or broadcast users. All these stories appeared to be made of whole cloth, and it was evident that confusion is growing in ASCAP ranks.

AFM Has Troubles

In the hinterland, through American Federation of Musicians locals, the report was spread that a national strike might be called on the ground that musicians demand performance of ASCAP music with which they are familiar. No confirmation was forthcoming of AFM headquarters, where James C. Petrillo had headaches of his own in combating an injunction procured by the American Guild of Musical Artists to prevent his alleged interference with members of the Guild.

Offsetting these scarehead reports were communications from the locals both in San Francisco and Nashville that they wholehcartedly supported BMI as a means toward breaking ASCAP's "stranglehold". Other locals were said to harbor similar views.

Meanwhile, networks and stations were moving toward replacement of ASCAP music with BMI and other non-ASCAP tunes, and leading transcription companies were working overtime recording the numbers. A number of large accounts are considering substitution of non-music shows for name-band programs. The transition, it was said, is being organized with greatest possible dispatch.

Attention also has been focused upon the arrangement made by Ed Craney, Montana broadcaster, with ASCAP to test a "measured service" type of music operation under which his stations would pay royalties only on programs in which ASCAP music is used, or possibly on a "per piece" basis [BROADCASTING, Aug. 15]. Details, it is understood, have not yet been worked out and will await a conference between Mr. Craney and ASCAP officials.

BMI selections gradually are climbing on musical hit lists and being brought to public attention through feature spots on various broadcasts. Plans also are being made for further exploitation of BMI, public domain and non-ASCAP music but without resorting to ASCAP "song-plugging" tactics which have tormented band leaders and other performers.

Peace Overture Rumored

Broadcasters generally are reconciled to non-ASCAP operation, particularly in the light of the strongly-worded statements from the major networks that they will not capitulate to ASCAP's exorbitant royalty demands. There was some talk of a possible "deal" with ASCAP, and it was reported the Society had made overtures to one

(*Continued on page 94*)

THREE GENERATIONS of the Lawrence Rogers family spade away during ground-breaking ceremonies for the new 5,000-watt transmitter plant of WLAW, Lawrence, Mass. The station is expected to start operating with 5,000 watts fulltime about Nov. 1. Breaking ground for two new antenna towers are (r to l) A. H. Rogers, president and treasurer of the company and publisher of the firm's papers, the *Lawrence Daily Eagle* and *Tribune;* Irving E. Rogers, vice-president of Hildreth & Rogers and WLAW manager; Irving E. Rogers Jr., son of the latter, who plans to become associated with the newspaper and radio interests of his dad and granddad after completing his schooling.

Concert Artists Win Ruling To Delay Edict by Petrillo

CONCERT artists, members of American Guild of Musical Artists, on Aug. 29 won the first round of their squabble with James C. Petrillo, president of American Federation of Musicians. First blood in a bitter AFM-AGMA jurisdictional row was drawn when Justice Ferdinand Pecora, of the New York State Supreme Court, issued a temporary stay designed to stall alleged AFM "blitzkrieg" tactics and set the case for hearing Sept. 5.

The court action came as a counter-blast to the surprise move of Mr. Petrillo in proposing to lock the musical door on concert instrumentalists along with accompanists and concert musicians, unless they gave up their membership in AGMA and joined AFM. First notice of the Petrillo demand came Aug. 5 in a letter to Lawrence Tibbett, concert artist and AGMA president.

Quick Response

The controversy also embraces such organizations as the Boston Symphony Orchestra, the only major non-union symphony in the United States. A prompt and fighting response has come from leaders in the concert field, among them such artists as Mr. Tibbett, Deems Taylor, Jascha Heifetz, Albert Spaulding, Emanuel Feuerman, Kirsten Flagstead, Gladys Swarthout Chapman, Richard Crooks, Richard Bonelli, Frank Chapman, Zlatko Balokovic and Armand Tokatyan.

The Aug. 5 Petrillo letter to Mr. Tibbett began with a "request" that "all instrumentalists belonging to your organization, such as Heifetz, Elman, Hoffman, Horowitz and all symphony orchestra conductors resign from your organization and become members of the American Federation of Musicians, where they rightfully belong." Mr. Petrillo said the reason for the request was that since the instrumentalists had seen fit to join a union, AFM was the proper union for them to join, and not AGMA.

Following brief meetings between Messrs. Tibbett and Petrillo on Aug. 7 and 12, at which there was no meeting of minds, AGMA on Aug. 28 entered its complaint in the Supreme Court. After a two-hour hearing in chambers, Justice Pecora on Aug. 29 signed both a show cause order directed against Mr. Petrillo and a temporary restraining order, designed to preserve the status quo until the case could be decided. Hearing was set for Sept. 5. He suggested Messrs. Tibbett and Petrillo meantime iron out their differences.

Not a Labor Dispute

Justice Pecora objected to classifying the AFM-AGMA trouble as a labor dispute, pointing out that although both are AFL affiliates, the artists do not directly compete with musicians and therefore the principal element of a labor dispute is absent. This was important from AGMA's point of view, since it is seeking a temporary injunction to prevent exercise of the threats voiced by Mr. Petrillo, and in New York statutory limits are set on the length of injunctions maintaining in bona fide labor disputes.

Although the injunction sought by AGMA is technically temporary, its effect would be to bring about an indefinite suspension of threatening activities by AFM and Mr. Petrillo.

In the complaint entered by AGMA, it also stated that Mr. Petrillo, not AFM members will be held personally responsible for money damages resulting from his actions. It was indicated these money damages might amount to several millions. This singling out of the AFM president as the sole party responsible was extended further elsewhere in the complaint where it was brought out that Joseph M. Weber, now honorary AFM president, whom Mr. Petrillo succeeded only last June, was inclined to favor the AGMA viewpoint in the jurisdiction matter.

Battle for Freedom

Declaring that AGMA's fighting attitude is forced by "the beginning of a battle for the freedom of musical culture in America", Mr. Tibbett commented that the AFM demand "reflects only the personal ambition of one man to make himself the dictator of culture and entertainment in America." He typified the Aug. 5 letter as "the letter of a man in search of an excuse for invasion", adding that "Petrillo lacks only the little moustache to be a complete dictator".

"In all seriousness we believe that a dictatorship of this kind is a disgrace to the American labor movement and a scandal in a democratic country," he declared. "I consider that I and my fellow artists in this fight are fighting not only for ourselves but for the future of the entire musical profession. To surrender would be weakly to abandon a fight that must be fought sooner or later to cleanse the labor movement."

Mr. Petrillo was quoted as commenting on AGMA's situation: "They went along and took the instrumentalists. They took the piano players and then they took the orchestras. They stole my people and I'm going to get them. They're musicians and belong to me. Since when is there any difference between Heifetz playing a fiddle and the fiddler in a tavern? They're both musicians. They're not going to play anywhere after Labor Day."

Flex-O-Glass on 16

FLEX-O-GLASS MFG. Co., Chicago (glass substitute) in mid-October starts a 13-week varying schedule of announcements and 5, 10 and 15-minute programs on WLS WHO WCCO WJR KFAB KMMJ WIBW KWTO KMOX KDKA WEEI WOR WIBC WKRC WCSH WHAM. Agency is Presba, Fellers & Presba, Chicago.

Atlantic Refining Heads Grid Sponsors

Associated Oil, Humble, Standard Oil Among Other Sponsors

GAMES of 112 colleges in the Atlantic marketing area will be broadcast play-by-play this autumn by Atlantic Refining Co., Philadelphia, which has booked by far the heaviest schedule of any 1940 football sponsor. It marks Atlantic's fifth consecutive season as an extensive sponsor of college football broadcasts.

Noticeably absent from 1940 grid sponsors is General Mills, but Standard Oil Co. of Indiana, Tidewater-Associated Oil Co. on the Coast and a number of regional firms are taking an active part in the football program.

Atlantic's Big Hookup

Atlantic will use 78 stations to carry its schedule of games ranging from New England south to Florida along the Seaboard and west to Ohio. Special hookups with as many as 25 stations have been arranged for more important games. Included among colleges are U of Penn., Cornell, Yale, Boston College, Ohio State, Pitt, Carnegie Tech, Syracuse, Penn State, Duquesne, Duke, Georgia Tech, Maryland, Holy Cross, Brown, Temple, Villanova, Virginia, Clemson and South Carolina.

Starting with a single game Sept. 21 the schedule will conclude Dec. 28. The 25-station hookup will cover the Yale-Penn game Oct. 12.

Past success from both client and audience standpoint of the policy of presenting a full and uninterrupted account of the games, without interference of commercials during play, has caused Atlantic and its agency, N. W. Ayer & Son, Philadelphia, to repeat the policy this year. Product announcements will be heard only during periods before and after the game, and between halves.

Scores of other games and items concerning the broadcasts themselves will be given during time-outs and between quarters.

As usual, N. W. Ayer & Son will hold a pre-season coaching session during which all play-by-play and commercial announcers will be trained in procedure and regulations, as well as in uniform broadcast technique. Similar methods of reporting games are developed at the coaching session so that fans may turn from one game to another without meeting abrupt changes in announcing technique.

An extensive promotion campaign will support the broadcasts, including dealer displays, give-aways and the Dunkel Forecast. An innovation this season is a weekly chart to be posted at each Atlantic station. It will show previous game records of 625 schools in all parts of the country. Dealers will distribute weekly forecasts on the 100 leading games, and national standings of the 10 leading teams.

Atlantic's sports program this year is by far the most extensive since it entered the football-baseball field in 1936.

THE complete schedule of Atlantic Refining football broadcasts will be found on pages 70-71.

Tidewater-Associated Oil Co., Associated Division, San Francisco, which will sponsor all conference football games on the Pacific Coast this season, will hold an announcer's conference in San Francisco Sept. 12-13.

Football announcers and commentators to be used by Associated at Los Angeles, San Francisco, Oakland, Portland, Ore.; Seattle and Spokane, Wash., will attend the meetings. Advertising and sales executives of the oil firm will outline policies of football commercials and promotion tie-ins, according to Harold Deal, advertising and promotion manager of Associated.

The football season officially gets under way on the Coast Sept. 28. According to Mr. Deal the station list has not yet been completed and contracts have not as yet been returned from the three major networks. Other details likewise are to be worked out.

Humble's Plans

Humble Oil & Refining Co., Houston, for the sixth consecutive year will sponsor play-by-play broadcasts of Southwest Conference football games on Texas Quality Network—WFAA, Dallas; WBAP, Fort Worth; KPRC, Houston; WOAI, San Antonio. The schedule, which calls for 13 broadcasts, starts Sept. 28 and winds up Dec. 7. Franke-Wilkinson-Schiwetz, Houston, is agency.

Schools included on the broadcast schedule are Southern Methodist, Texas, Texas A. & M., Baylor, Rice, Texas Christian, and Arkansas. List of play-by-play announcers for the games has not been released. Station nearest the game will make individual pickups.

Ford Dealers Advertising Fund, Omaha (new and used cars), will sponsor the 1940 schedule of Nebraska U football games starting Oct. 5 and running for nine weeks. Stations to be used are KFAB and KFOR, Lincoln, home of the university, and KOIL, Omaha. Ford Dealers Advertising Fund, Des Moines, will sponsor the Iowa U games, also effective Oct. 5 and running for eight weeks, on WHO, Des Moines. McCann- Erickson, Chicago, placed both accounts.

Iowa Dairy Industry will sponsor the eight Iowa U games on KRNT, Des Moines, and WMT, Cedar Rapids, with Gene Shumate as sportscaster.

Pro Football in Chicago

Exclusive broadcasting rights to all home and out-of-town games to be played in 1940 by the Chicago Bears were recently signed by officials of WJJD, Chicago, and George Halas, owner-coach of the National Football League professional team. This is the third consecutive year WJJD has obtained this exclusive feature.

Sponsorship for the nine games will be shared, on a participating basis, by the following: American Safety Razor Corp., Brooklyn (Gem blades), through Federal Adv. Agency, New York; P. Lorillard Co., New York (Old Gold cigarettes), through Lennen & Mitchell, New York; Walgreen Drug Co., Chicago (chain), through Schwimmer & Scott, Chicago; Weco Products Co., Chicago (Dr. West's Toothbrushes), through J. Walter Thompson Co., Chicago.

Jack Drees, 23-year-old sportscaster and 1938 graduate of Iowa U, where he starred in basketball, has been assigned to do the play-by-play account of the entire schedule which will be launched Oct. 6 when the Bears meet the Cleveland Rams at Cleveland.

PRE-SEASON football dope is provided again this year by WSM, Nashville, with a number of other stations cooperating. Here Jack Harris, WSM sportscaster, interviews Matty Bell, coach of Texas Christian U during a visit to Vanderbilt's practice field.

PIGSKIN PREVUES
From WSM Now Expanded to Entire Conference

FOR THE second consecutive year, WSM, Nashville, is presenting *Pigskin Prevue*, a series of programs originating on the practice fields of the football teams and bringing grid fans interviews with the coaches, players and sports scribes on the sidelines. However, this year WSM announces an expansion of the series to encompass the entire Southeastern Conference, otherwise known as the Big Thirteen.

Whereas last year WSM's series included only five of the colleges and were live broadcasts, starting with the second week in September the programs will be aired three times weekly via transcriptions on the following stations in addition to WSM: WWL, New Orleans, covering Louisiana State U and Tulane; WMC, Memphis, covering U of Mississippi and Mississippi State; WLAP, Lexington, U of Kentucky; WSGN, Birmingham, U of Alabama; WSB, Atlanta, Georgia Tech and U of Georgia; WRBL, Columbus, Ga., Alabama Polytech.

WSM will handle the U of the South, Vanderbilt and the U of Tennessee and will dispatch discs on schedule to the other stations.

Originated by Jack Harris, WSM director of special events, the series has been taken up by the several stations, both the departments of special events and the commercial department. Permission has already been gained from a majority of the Big Thirteen universities for commercial sponsorship of the series with no privilege fee. The matter was presented to them as being big booster for season ticket sale in soaring pigskin fever at time tickets first went on sale.

United Biscuit Places Two-Month Spot Series

UNITED BISCUIT Co. of America, Chicago, on Sept. 9 will start an eight-week campaign of five-weekly spot announcements on 15 stations in 14 markets. Divisional bakeries are placing the business on behalf of products distributed in their territories as follows: Lakeside Baking Co., Toledo (Baker Maid Crackers), in Detroit, Cleveland, Toledo; Manchester Biscuit Co., Sioux Falls, S. D. (Waldorf Crackers), in Omaha, Twin Cities, Sioux Falls; Manchester Biscuit Co., Fargo, N. D. (Waldorf Crackers), in Duluth, Bismarck, Fargo; Sawyer Biscuit Co., Chicago (Sawyer Maid Crackers), in Ft. Wayne, Ind., Indianapolis, Cedar Rapids, Ia., Peoria, Ill., two stations in Chicago.

Neisser-Meyerhoff, Chicago, handles the account. John D. Richardson, for 10 years with United, has been appointed advertising manager. He will be stationed at the home office in Chicago.

S. O. Between Games

STANDARD OIL Co. of Indiana (Red Crown products), on Sept. 28 will start sponsorship of 15-minute periods before and 45-minute periods after Minnesota U football games featuring the orchestra of Halsey Hall, football scores and highlights of football games being played on the day of the broadcasts. Contract will run for nine weeks with programs originating at KSTP, St. Paul, and fed to the Minnesota Radio Network which comprises, in addition to the Twin City outlet, KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud; and to the Arrowhead Network of WEBC, Duluth; WMFG, Hibbing, WHLB, Virginia. McCann-Erickson, Chicago, is agency.

Coke Firm's Sports

INTERLAKE IRON Corp., Chicago (Solvay Coke), on Sept. 13 will begin a 52-week Friday, 6:30-6:45 p.m., sports series on WBBM, Chicago, featuring Jimmy Evans, former All-American football player of Northwestern U, titled *Jimmy Evans & His Sports Highlights*. Aubrey, Moore & Wallace, same city, has the account.

'Quiz Kids' Long Pact

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), on Sept. 4 shifts its *Quiz Kids* programs, heard Fridays 9:30-10 p.m. (CDST) on the NBC-Red network, to 45 stations of the NBC-Blue, Wednesdays, 7-7:30 p.m. (CDST). The show first went on the air as a summer substitute for Alec Templeton, which returns to its original spot on the Red on Sept. 6, but its success warranted continuance so sponsor signed for the new time for 52 weeks. Wade Adv. Agency, Chicago, handles the account.

Broadcast Plant Investment $64,424,626

FCC Data Reveal 1939 Industry Valuation

IT COST American broadcast station licensees and the three major network organizations $64,424,626 to construct and equip their present plants, including the price of land, buildings, transmitters, towers, furniture, fixtures and all other tangible appurtenances.

After depreciation of $28,878,981, calculated by the licensees as at the end of 1939, their plant value amounted to $35,545,645.

These are the final summary figures of the FCC Accounting Department's 1939 report on tangible broadcast property by class and network served, issued Aug. 30 as part of a series of statistical studies of the industry based on reports on 1939 business required of all licensees.

In earlier studies the Accounting Department reported on 1939 income of stations [BROADCASTING, Aug. 1] and on program expenses and power costs [BROADCASTING, Aug. 15]. A complete book of statistical tables compiled from the station and network reports is now being prepared, including employment figures yet to be tabulated, and will be made available shortly.

The table on tangible broadcast property [see page 21] covers 700 commercially operated stations out of 705, excluding only the five licensees which did not report any plant. Also excluded are the stations operated in the territories and possessions and the non-commercial stations, the latter operated chiefly by schools, municipalities and church organizations.

Station, Network Investments

The 700 stations alone, the table shows, cost $53,379,641, which after estimated depreciation of $24,559,875 represented a current plant value of $28,819,766.

The three major networks reported a plant cost of $11,044,985, which does not include their owned and operated stations (these being included among the 700) and includes only a nominal value of $1 placed on property of the mutually operated Mutual Broadcasting System. After depreciation of $4,319,106, their plant value is fixed at $6,725,879.

The table shows that stations with time sales of $25,000 or more, of which there were 515, represented a $49,707,176 cost and $26,071,383 depreciated cost. Stations with time sales of less than $25,000, of which there were 185, represented a $3,672,465 investment and $2,748,383 depreciated cost.

Thirty-three fulltime 50,000-watt stations cost $16,223,584, and their depreciated cost amounted to $7,015,045; four part-time 50,000 watters, $836,171 and $512,366; 18 fulltime outlets of 5,000 to 25,000 watts, $2,824,128 and $1,431,435; four part-time stations of 5,000 to 25,000 watts, $597,772 and $278,926; 206 fulltime regional stations, $20,014,306 and $11,235,335; 73 limited and daytime regionals, $3,329,197 and $2,074,800; 31 part-time regionals, $1,837,108 and $1,120,397; 287 fulltime locals, $6,762,517 and $4,531,960; 44 part-time and daytime locals, $954,858 and $619,502.

Other Classifications

From these figures the average plant investment and current depreciated cost can readily be calculated, although no standards are fixed by the FCC which thus far has accepted the figures for individual stations as reported by them.

In another table the investment and depreciated cost of stations by communities according to population, and by number of stations in each community is set forth. Generally they show the largest investment in the largest population centers.

For example, 84 stations counted in cities of 2,000,000 or over cost $15,066,807 and represent a depreciated cost of $7,571,550. An excerpt from the table follows:

Population and No. of Stations	*Cost to Licensees*	*Depreciated Cost*
2,000,000 or over (84)	$15,066,807	$7,571,550
1,000,000-2,000,000 (27)	3,975,811	1,766,199
500,000-1,000,000 (40)	6,583,593	3,278,500
250,000- 500,000 (87)	8,978,755	4,833,025
100,000- 250,000 (92)	7,321,933	4,003,469
50,000- 100,000 (58)	2,900,864	1,694,305
25,000- 50,000 (96)	3,108,655	1,943,959
10,000- 25,000 (140)	3,534,952	2,321,835
5,000- 10,000 (55)	1,447,032	1,084,218
Less than 5,000 (21)	461,239	312,706

Revenues of Stations Become Larger In Markets Having Numerous Outlets

See also table on pages 66, 67

THE GREATER the number of stations in a communtiy, the larger the revenues of each station, is the apparent paradox disclosed by analysis of 1939 broadcast income [BROADCASTING, Aug. 1] contained in a compilation now available at the FCC showing income items by size of community and the number of stations in each size group.

This table shows the details of income and expense for the 519 stations with time sales of $25,000 or more each, and totals for 705 stations.

When analyzed, it discloses revenues of $39,168 for each station in communities having only one station; $91,573 in communities having two stations; $207,168 in communities having three stations; $213,707 in communities having four stations; more than $300,000 in cities with five or six stations.

Curiously, there is then a drop to $211,784 in places having seven stations, and an increase to $287,276 in cities with nine or more stations.

Revenue Findings

Other interesting data revealed by the compilation show:

1. A ratio of expense to income of approximately 79% for all stations, falling in the case of stations grossing over $25,000 to 76%, and rising to show an overall loss of almost 10% in the case of the 186 stations grossing less than that amount. Though collectively showing an adverse ratio of revenue to expenses, not all of these smaller stations appear to have lost money. Of the 186, exactly 95 earned $181,786, or an average of slightly less than $2,000 each, while the remaining 91 lost $356,715, or an average loss of approximately $4,000 each.

2. The payment of $8,127,455 as commissions to agencies and national representatives, out of a total gross for all stations (excluding network income) of $9,901,955, or almost 9%.

3. A relatively slight increase in the number of the smaller gross-revenue stations in 1939. While the total of all stations increased from 660 to 705, the number of stations grossing less than $25,000 increased from 175 to 186.

4. That 73% of the revenue from sale of time of the 519 larger stations came from non-network sources. Local users contributed approximately 40% of all such revenues, national spot advertising about 33%, network sales about 25%.

5. That in communities with only one station, which includes some cities between 250,000 and 500,000 population, network income drops from a range of between 20% to 30% of gross to 5%, and sales to local users jump from a range of 30% to 40% all the way to 67% of gross.

6. That national spot business taken as a whole is unevenly distributed as between communities with few and many stations. Communities having nine or more stations command 30% of the total of all such business, while in communities with fewer stations the remainder is split, again showing some tendency for the communities having the larger number of stations to command a larger part of such advertising income.

7. That when various categories of revenue are compared according to the population of the communities in which the stations are located, the percentage of network income taken by each classification drops off at the 100,000 level; the percentage of national spot advertising drops sharply at the 50,000 level, and the percentage of local-user revenue falls off at the 10,000 level.

For FCC table showing broadcast income by community size and number of stations in each community, see pages 66 and 67.

NAB to Divulge Price Information

To Check Threats of Boosts And Clear Defense Pleas

ADVISED by the National Defense Advisory Commission that there is no present basis for statements allegedly being made over the air by advertisers, that prices of consumer goods and other merchandise are due for skyrocketing or unseasonal advances because of the national defense program, the NAB has agreed to cooperate with the authorities in making available any information on this subject.

Among those calling the situation to the attention of the NAB was the National Retail Federation. In stating its willingness to gather necessary information, the NAB has pointed out that the primary responsibility rests with retailers, advertisers and their own trade associations. The Defense Commission has agreed to provide factual information with which to guide radio advertisers in presenting claims of possible price advances due to demands upon industry during the emergency period.

Federal Requests

Simultaneously, the NAB announced that it will act as clearing house for member stations on requests from Government agencies seeking time on the air in the name of national defense. In recent weeks the various departments of Government, both Washington and regional offices, have literally deluged stations with programs and announcements to the point where it has become almost impossible to find time to handle all requests. NAB representatives in latter August conferred with press representatives of the Defense Commission, central organization responsible for coordination of all elements of the defense program, and it was agreed the clearing house should be established.

Upon receipt of an inquiry from a member station, NAB will check directly with the Defense Commission to determine whether the requested time is needed and coordinated with the central defense effort.

The Defense Commission also has announced that, starting Aug. 26, it will issue to radio and the press a weekly statistical report on the progress of national defense, which is to be released at 6 p.m. Sundays and will run three or four minutes in reading time. It will be called a "Radio Release" and will be carried on the news wires to radio stations.

DE FOREST DAY, in honor of Dr. Lee De Forest, often called "father of radio", has been set for Sept. 7 at Golden Gate International Exposition, Treasure Island, Cal. Ceremonies and festivities in connection with the event are under direction of Pacific Coast Chapters of the Veteran Wireless Operators Assn. of which Dr. De Forest is honorary president.

Investment in Broadcast Plant of the United States

Tangible Broadcast Property by Class and Network at End of 1939

(Compiled by FCC Accounting Dept. from Responses to Questionnaires by Licensees)

Item	Clear Channel: 50,000 Watts, Unlimited	Clear Channel: 50,000 Watts, Part-time	Clear Channel: 5,000 to 25,000 Watts, Unlimited	Clear Channel: 5,000 to 25,000 Watts, Part-time	Regional, Unlimited	Regional, Limited and Day	Regional, Part-time	Local, Unlimited	Local, Day and Part-time	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
Stations Serving as Outlets for Major Networks										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	18	4	174	14	11	95	4	357
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$17,978,710	$686,288	$739,837	$2,778,326	$69,962	$42,734,778
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	7,866,863	241,676	308,757	1,021,084	26,917	20,709,180
Depreciated cost	7,015,045	512,366	1,431,435	278,926	10,111,847	444,612	431,080	1,757,242	43,045	22,025,598
Stations with time sales of less than $25,000:										
Number of stations	.....	.....	.....	.....	3	.....	4	29	.....	36
Cost to licensee	.....	.....	.....	.....	$129,183	.....	$153,226	$492,547	.....	$774,956
Depreciation to date under ownership of licensee	.....	.....	.....	.....	18,283	.....	11,765	181,734	.....	211,782
Depreciated cost	.....	.....	.....	.....	110,900	.....	141,461	310,813	.....	563,174
All commercial stations:										
Number of stations	33	4	18	4	177	14	15	124	4	393
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$18,107,893	$686,288	$893,063	$3,270,873	$69,962	$43,509,734
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	7,885,146	241,676	320,522	1,202,818	26,917	20,920,962
Depreciated cost	7,015,045	512,366	1,431,435	278,926	10,222,747	444,612	572,541	2,068,055	43,045	22,588,772
Stations Not Serving as Outlets for Major Networks										
Stations with time sales of $25,000 or more:										
Number of stations	.....	.....	.....	.....	24	42	12	69	11	158
Cost to licensee	.....	.....	.....	.....	$1,774,214	$2,145,718	$809,539	$1,835,054	$407,873	$6,972,398
Depreciation to date under ownership of licensee	.....	.....	.....	.....	840,091	891,799	347,511	693,124	154,088	2,926,613
Depreciated cost	.....	.....	.....	.....	934,123	1,253,919	462,028	1,141,930	253,785	4,045,785
Stations with time sales of less than $25,000:										
Number of stations	.....	.....	.....	.....	5	17	4	94	29	149
Cost of licensee	.....	.....	.....	.....	$132,199	$497,191	$134,506	$1,656,590	$477,023	$2,897,509
Depreciation to date under ownership of licensee	.....	.....	.....	.....	53,734	120,922	48,678	334,615	154,351	712,300
Depreciated cost	.....	.....	.....	.....	78,465	376,269	85,828	1,321,975	322,672	2,185,209
All commercial stations:										
Number of stations	.....	.....	.....	.....	29	59	16	163	40	307
Cost to licensee	.....	.....	.....	.....	$1,906,413	$2,642,909	$944,045	$3,491,644	$884,896	$9,869,907
Depreciation to date under ownership of licensee	.....	.....	.....	.....	893,825	1,012,721	396,189	1,027,739	308,439	3,638,913
Depreciated cost	.....	.....	.....	.....	1,012,588	1,630,188	547,856	2,463,905	576,457	6,230,994
All Commercial Stations										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	18	4	198	56	23	164	15	515
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$19,752,924	$2,832,006	$1,549,376	$4,613,380	$477,835	$49,707,176
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	8,706,954	1,133,475	656,268	1,714,208	181,005	23,635,793
Depreciated cost	7,015,045	512,366	1,431,435	278,926	11,045,970	1,698,531	893,108	2,899,172	296,830	26,071,383
Stations with time sales of less than $25,000:										
Number of stations	.....	.....	.....	.....	8	17	8	123	29	185
Cost to licensee	.....	.....	.....	.....	$261,382	$497,191	$287,732	$2,149,137	$477,023	$3,672,465
Depreciation to date under ownership of licensee	.....	.....	.....	.....	72,017	120,922	60,443	516,349	154,351	924,082
Depreciated cost	.....	.....	.....	.....	189,365	376,269	227,289	1,632,788	322,672	2,748,383
All commercial stations:										
Number of stations	33	4	18	4	206	73	31	287	44	700
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$20,014,306	$3,329,197	$1,837,108	$6,762,517	$954,858	$53,379,641
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	8,778,971	1,254,397	716,711	2,230,557	335,356	24,559,875
Depreciated cost	7,015,045	512,366	1,431,435	278,926	11,235,335	2,074,800	1,120,397	4,531,960	619,502	28,819,766

ALL COMMERCIAL STATIONS AND 3 MAJOR NETWORKS

Item	700 Stations	3 Major Networks[1]	Total
Cost to licensee	$53,379,641	$11,044,985	$64,424,626
Depreciation to date under ownership of licensee	24,559,875	4,319,106	28,878,981
Depreciated cost	28,819,766	6,725,879	35,545,645

[1] Broadcast property shown by Mutual Broadcasting System, Inc., at the nominal value of $1.

WORD Starts Fulltime Service in Spartanburg

WORD, new 250-watt fulltime station will go on the air Aug. 31, bringing to Spartanburg, S. C. for the first time primary day and night coverage and an affiliation with a major network, CBS.

Walter J. Brown, former Washington newspaper correspondent and now general manager of WORD and WSPA, 1,000-watt daytime regional on 920 kc., has announced plans for the dedication.

Gov. Burnet R. Maybank will make the principal address at the dedicatory ceremony in the studios of WORD Aug. 31. Senator James F. Byrnes and other members of the South Carolina delegation, also various city, State and Federal officials will participate.

WORD will operate over the same antenna system as WSPA. RCA engineers have installed a coupling system which permits simultaneous operation of the two stations. James Keachie, RCA engineer from Camden, supervised installation of the equipment. WORD has installed new RCA equipment throughout. Studios are in the Radio Bldg. at 155 S. Liberty St., which also houses studios for WSPA.

227 Stations Operated in Red in 1939 FCC Analysis of Revenues Indicates

THAT 227 of the 705 commercial broadcast stations of the United States operated in the red during 1939, is disclosed in a report on their revenues and losses during the year just released by the FCC on the basis of licensee reports required of all stations.

These stations included some in all classes with the exception of the 50,000-watt outlets, none of which lost money. The losers had total revenues of $10,920,105 during the year and total expenses of $13,140,576.

Their combined losses were thus $2,220,471, approximately 21% of their total revenues.

[Revenue and net income totals for all stations combined, as well as for the major networks, were published in the Aug. 1 BROADCASTING].

Of the 227 stations operating in red ink last year, 106 were reported by the FCC as being served by one or the other of the major networks. These 106 lost $1,434,042 on revenues of $6,878,423, or 21%. The 121 other losing stations, which were not network-affiliated, lost $786,429 on revenues of $4,041,682, or slightly over 18%.

By far the greatest number of losing stations were in the fulltime local category. A total of 103 of these did a business of $2,849,112, which was $441,509 under their expenses. Their expenses exceeded their revenues by 16%.

On the other hand, 54 fulltime regionals reported they operated in the red, showing combined revenues of $5,086,012 on which they lost $1,091,677, or 21%.

Thirty-one limited and daytime regionals showed revenues of $1,396,689, on which they lost $299,472, or 21%.

Seventeen daytime and part-time locals had revenues of $337,856, on which they lost $63,848, or 18%.

Fifteen part-time regionals reported revenues of $558,178 and losses of $104,182, or 18%.

Four fulltime stations in the 5,000-25,000 watt class reported revenues of $513,475 and losses of $196,134, or 38%; and three part-time stations in the same class reported $178,783 in revenues and $23,649 in losses, or 16%.

Another Commission table, breaking down the losses by sizes of community as well as classes of stations, shows that 26 stations in cities of 2,000,000 or more population combined to operate $456,137 in the red; seven in cities of 1,000,000 to 2,000,000 lost $389,123; eight in cities of 500,000 to 1,000,000 lost $83,924; 26 in cities of 250,000 to 500,000 lost $304,143; 23 in cities of 100,000 to 250,000 lost $314,983; 20 in cities of 50,000 to 100,000 lost $122,877; 38 in cities of 25,000 to 50,000 lost $195,938; 54 in cities of 10,000 to 25,000 lost $242,275; 20 in cities of 5,000 to 10,000 lost $96,010; five in communities of less than 5,000 lost $15,061.

WRTD, Richmond, Quits Operation; WRNL Full-Time

Change Follows Paper Merger; WRNL to Blue, Names Petry

THE LICENSE of WRTD, Richmond, was voluntarily surrendered to the FCC as of midnight Aug. 31 and WRNL of that city went to 1,000 watts fulltime on 880 kc. Sept. 1, coincident with the merger of the Virginia capital's two newspapers — the *Richmond News-Leader* and the *Richmond Times-Dispatch*. WRNL becomes an NBC-Blue network outlet in lieu of the deleted WRTD, which relinquishes 100 watts on 1500 kc. WRNL also announced its representation by Edward Petry & Co.

Court Appeal Dropped

At the same tme it was announced that WMBG, Richmond's NBC-Red outlet, had withdrawn its court appeal against the FCC's decision earlier this year giving WRNL fulltime with 1,000 watts on 880 kc. in lieu of its former 500-watt daytime assignment on that channel. The deletion of WRTD also means withdrawal of its application for a shift to 590 kc. with 1,000 watts.

WRNL, it was announced, remains under the same ownership, namely, the Richmond Radio Corp., whose stockholders are also owners of the *Richmond News-Leader*. John Stewart Bryan, president, who is also president of William & Mary College and publisher of the newspaper, is 60% stockholder; Tennant Bryan, his son, business manager of the newspaper, owns 20%, and Douglas Freeman, editor of the newspaper, owns 20% of the station.

Under the newspaper merger neither of the papers is discontinued, but they will be operated under one corporation known as Richmond Newspapers Inc., one as a morning and the other as an evening paper. They will be published under separate editorial direction but combined business and technical management. The Bryan interests control, while the *Richmond Times-Dispatch* interests will be represented in the minority stock held by S. L. Huber, Frederick Lewis and P. S. Huber, of Norfolk.

The *Richmond Times-Dispatch* formerly operated WRTD. The same interests publish the *Norfolk Virginian-Pilot* and *Norfolk Ledger-Dispatch*, with Mr. Lewis also chief stockholder in the *Petersburg Progress-Index*. The Norfolk newspapers are interlocked with the ownership of WTAR, Norfolk, and the Petersburg newspaper controls WPID there. The Richmond merger does not affect these holdings in any way, actually being designed to limit the Norfolk newspaper-radio interests to that territory while the Bryans control in the Richmond territory.

Maxey to St. Petersburg

The manager of WRTD, Ovelton Maxey, has accepted a post as manager of WTSP, St. Petersburg, Fla., and some other members are going to other stations while WRNL takes over part of the staff of WRTD. E. S. Whitlock will continue as WRNL's manager and commercial manager.

Going over to WRNL are the following: Grace E. Gatling, former assistant to Mr. Maxey; Jane Brooks, production manager; Eugene V. Bossieux and Robert Granphan, operators; Hugh M. Carlyle, sportscaster.

Going to new jobs are James E. Williams, announcer, to the new WKPA, New Kensington, Pa.; Kenneth I. Allen, announcer, to WLVA, Lynchburg; Carlton Abernathy, operator, to WGTM, Wilson, N. C.; Frank E. Koehler, salesman, to the new WSLS, Roanoke; Davis Bain, chief engineer, to the new WBML, Macon, Ga.; Evelyn Whitlock, program director, to the Richmond Transfer Co.

Fly Predicts Early Decision On Havana Treaty Provisions

WITH THE FCC scheduled to reconvene immediately after Labor Day following a quasi-recess over the summer, early action is predicted by Chairman James Lawrence Fly on the Havana Treaty allocations, which under the treaty terms must be made fully operative by next March.

Mr. Fly declared Aug. 26 he planned to devote his time to study of the treaty allocations prior to the next regular meeting, tentatively planned for Sept. 3. At least a quorum of the FCC is expected to be present.

Dispelling reports of possible collapse of the treaty current several weeks before, Chairman Fly told the annual convention of the NAB in San Francisco Aug. 5 that the FCC would promulgate the allocations with all possible speed. He declared all engineering preliminaries had been completed and that the FCC can begin immediate consideration of the actual shifts, affecting some 90% of the more than 800 stations licensed or holding construction permits.

Most stations are acquainted with their new assignments under the terms of the treaty itself. However, about 50 stations whose facilities have been assigned on an exclusive basis to Canada, Mexico or Cuba, or which have operated part-time, must be assigned new channels and will not be officially aware of the shifts until the lists are approved by the FCC and made public.

The FCC must act on the actual allocations prior to Sept. 29 to give the other signatory nations the requisite 180 days notice on the station shifts. A conference of technical representatives of Canada, Mexico, Cuba and the United States will be called, it is expected, to reconcile differences pursuant to the engineering standards laid down in the 1937 pact.

The actual switchover to new assignments must become effective prior to March 29, 1941—or within a year of Mexico's formal ratification of the Agreement. The notorious border stations, operated for the most part by former American broadcasters, are slated for extinction, or for low-power operation at best, under the treaty terms.

FCC Sets Hearing Dates for Inquiry Into Management of Eight Stations

DESPITE vastly changed conditions since issuance of its order of inquiry six months ago into management of eight stations, the FCC Aug. 23 designated dates for hearings involving these stations to ascertain whether they had violated the license transfer provisions of the Communications Act. At stake are the licenses of the stations, since the hearings are called on license renewals.

Called to formal hearings are four stations owned by Westinghouse, which last July 1 were restored to full Westinghouse management after having been listed in the NBC program-managed group since 1932. Another station cited for hearing is WHCU, Ithaca, N. Y., operated by Cornell University, which as WESG until recently was operated in Elmira under lease to Frank Gannett's *Elmira Star-Gazette*.

In addition to these stations, the FCC designated hearing dates for WAPI, Birmingham, owned by three Alabama universities but leased to the Voice of Alabama Inc.; WGY, Schenectady, owned by General Electric Co., but program-managed by NBC; and WWL, New Orleans, licensed to Loyola University, but operated by WWL Development Co., said to be a wholly-owned subsidiary.

Identical Notices

The Westinghouse stations cited for hearing on Oct. 7 are WBZ-WBZA, Boston-Springfield, KDKA, Pittsburgh, and KYW, Philadelphia. WAPI was designated for hearing Sept. 30; WGY, Oct. 21; WHCU, Oct. 28; WWL, Nov. 12. The FCC had issued its inquiry order into management contracts on Jan. 30 to determine whether the licensees are themselves discharging their duties as licensees or have turned them over to "outside companies".

The notices of hearing are virtually identical in all essential points. The principal issue is to determine whether the station, "either directly or indirectly, has transferred, assigned, or in any manner disposed of any of the rights granted in the station's license to any other person, firm, or corporation, without having obtained the written consent of this Commission, in violation of the Communications Act of 1934, as amended, particularly Section 310 (b) thereof".

This interrogatory is followed by an issue as to whether the station has been operated by any person without a license granted by the FCC in violation of the statute.

The hearing notice applicable to WBZA, which is synchronized with WBZ, contains an issue peculiar to this joint operation—to what extent the WBZA synchronous operation precludes the applicant from rendering a service in the public interest to either or both of the communities in which the stations are located.

XEW Now Ready To Start 250 Kw.

Azcarragua Foresees Early Action on Havana Treaty

OPERATION with power of 250,000 watts will be launched by XEW, Mexico City, as soon as the Havana Treaty becomes effective, according to Emilio Azcarragua, owner of the station and president of the Mexican Assn. of Broadcasters. The station now is assigned to 890 kc. with 100,000 watts, but is slated for a shift to 900 kc., under the treaty.

Senor Azcarragua told BROADCASTING his new plant already has been installed, and that he holds the authorization to begin "superpower" operation.

Sees Treaty Operative

Senor Azcarragua attended the NAB convention in San Francisco last month and afterward vacationed in Los Angeles. He is confident the treaty allocation will be made effective soon. He led the fight against the notorious Mexican border stations and is credited with having procured Mexico's approval of the pact after a two-year delay in the Mexican Senate. Under the treaty terms, the border stations automatically are precluded from using high-power, with all high-power assignments specifically earmarked for interior Mexican points.

The FCC is expected to approve the treaty allocations, already completed by its engineering department, at a meeting early in September. Lists must be exchanged with other signatory nations (Mexico, Canada, and Cuba) with a definite changeover date set prior to March 29, 1941. Mexico deposited its ratification papers with the Havana Government on March 29 last, and the treaty under its own terms must become operative not longer than one-year from that date.

* * *

Fly Talks About Power

At his press conference Aug. 19, FCC Chairman Fly admitted, in response to an inquiry, that "informal suggestions" have been made about increasing maximum powers of stations with national defense emphasis. Asked the arguments for such an increase, he said the main purpose seemed to be to set up a system of high-power stations for complete national coverage. He declared this was an "involved subject" and said the thought had been expressed that this is one way to secure maximum clear-channel coverage.

Chairman Fly said he did not know whether the Army and Navy had been consulted on the power problem, and added the assurance that there was no purpose to put up Government stations or give such powers to stations that are primarily for Government service. When a reporter remarked that the main purpose seemed to be "to lift the ceiling off" powers of clear-channel stations, the chairman replied, "Yes, for a limited number, in order to allow them to do a clear-channel job."

WEVD, Brooklyn, has applied to the FCC for a power increase from 1,000 to 5,000 watts on its present frequency of 1300 kc., and proposes to install a new transmitter in New York City.

"You can't cover that with no handkerchief!"

● Perhaps it's not polite to be perfectly blunt and outspoken, and we hope you'll forgive us—

But if you're not using WHO, you're not covering Iowa with radio, regardless of what other stations or combination of stations you may be using.

Iowa is 300 miles wide—200 miles "deep"—which makes an area of roughly 60,000 square miles. In this big territory, the three largest cities *combined* have only 16% of the State's population. The other 84% is divided among seventy-seven towns (2,500 and up) and 221,000 farms . . . making a total population of 2,535,174 people.

That's a territory and a market which requires big power, big showmanship, big appeal. And WHO is the *only* station in the State that has the location, the power, the programming to do the job.

As a matter of fact, WHO is "heard regularly" by 79.3% of all Iowa radio listeners (daytime)—is "listened to most" (in preference to any of seventeen other stations) by 55.4% . . . If you haven't received your copy of the 1940 Iowa Radio Audience Survey, *write for it today!*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

Campbell Directs Dallas-Fort Worth Station Combine

WFAA-WBAP, KGKO Tied in New Operating Scheme

UNDER the executive direction of Martin B. Campbell, well-known Southwestern broadcaster, WFAA-WBAP and KGKO, Dallas-Fort Worth, begin operation Sept. 1 as twin-city sister stations in one of radio's most unique ownership-operation developments.

The innovation grows out of recent acquisition by the *Dallas News* of half-ownership of KGKO, Blue Network outlet on 570 kc., from the *Fort Worth Star-Telegram*, for $250,000. WFAA, half-time 50,000-watt clear channel outlet on 800 kc., is owned by the Dallas newspaper, while WBAP, operating half-time also, on the clear channel, is owned by the *Star-Telegram*, both stations being NBC-Red affiliates. Under the new structure each station is half-owned by each newspaper organization.

Local Competition

While national sales operations are pooled, with Mr. Campbell as managing director, each owner will retain full autonomy over local sales and programming, thereby maintaining local competition. Each newspaper likewise will have the benefit of background announcements over one station operation or the other during all operating hours. For example, when WFAA is on the air, it will be identified as the *Dallas News* station and KGKO will be linked with the *Star-Telegram*. When WBAP operates, it will be identified as the *Star-Telegram* station, while KGKO will carry the Dallas newspaper's credit line.

Harold V. Hough, radio executive of the *Star-Telegram* and heretofore general manager of both WBAP and KGKO as well as the Lone Star Network keyed by KGKO, becomes radio supervisor for the Fort Worth operations. A similar status for Dallas is held by J. M. Moroney, vice-president and secretary of the A. H. Belo Corp., which publishes the *Dallas News*.

Mr. Campbell, managing director of the new operations, will maintain offices in both Dallas and Fort Worth. He has designated Irvin Gross, for the last six years his chief assistant in charge of advertising and merchandising, as sales and promotion manager. Mr. Campbell has been general manager of WFAA, and general sales manager of WFAA-WBAP for the last eight years. From 1928 to 1931 he was assistant manager of WHAS, Louisville.

As part of the new operating structure, both the *Star-Telegram* and the *News* have designated their own station managers. George Cranston, veteran director of WBAP, was named by Mr. Hough as manager of WBAP-KGKO, headquartering in Fort Worth. Mr. Moroney has designated Alex C. Keese, regional sales manager of WFAA and formerly program director, as manager of WFAA-KGKO. Commercial program and technical staffs of the stations remain intact.

Operation of the Lone Star Network, headed by James W. Pate,

Heads New Texas Setup

MARTIN CAMPBELL

and keyed by KGKO, is not affected in the revised organization. The network comprises, in addition to KGKO, serving Fort Worth and Dallas, KGNC, Amarillo, KXYZ, Houston, KTSA, San Antonio, and KGRV, Weslaco.

WFAA-WBAP, as the Red network outlet, is expected gradually to seek to replace all existing local accounts with national business. KGKO is the NBC-Blue outlet for the dual-city area, using 5,000-watts day and 1,000 watts night.

New Officers

The officers and directors of the KGKO Broadcasting Co., as reorganized, are: G. B. Dealey, Dallas, chairman of the board of the Belo Corp. and publisher of the *News*, chairman of the board; Amon G. Carter, president of the *Star-Telegram*, president; E. M. (Ted) Dealey, president of the Belo Corp., vice-president; B. N. Honea, vice-president and general manager, Carter Publications, vice-president; J. M. Moroney, vice-president and secretary of Belo Corp., treasurer and Dallas radio supervisor; Harold V. Hough, treasurer and circulation manager, Carter Publications, secretary and Fort Worth radio supervisor.

New studios are being built by the newspapers in their respective cities. The two top floors of the Medical Arts Bldg. in Fort Worth have been leased by WBAP-KGKO and alterations are virtually complete. WFAA-KGKO have leased the penthouse in the Santa Fe Bldg. in Dallas, with occupancy expected by Feb. 1. It is understood upwards of $200,000 is being expended for studio facilities in the two cities.

Lippincott Plans

LIPPINCOTT Co., Cincinnati (food), plans an expansion in sales and advertising with the use of radio, newspapers and dealer displays planned for an extensive campaign, according to Paul A. Roegge, newly-elected president. Harry Gough, for seven years sales manager of the company, has been elected vice-president in charge of sales.

Studebaker Plans 90

STUDEBAKER Corp., South Bend, Ind., during the latter part of September will start its annual quarter-hour transcribed spot campaign featuring Richard Himber, his orchestra and the Rhythmic Sixteen. This year the list of stations has been increased to more than 90. Each program will feature a guest artist, with Rudy Vallee, Kate Smith, Lanny Ross, Frank Parker and Ethel Merman signed to perform. Commercial announcements again will be dramatized. Roche, Williams & Cunnyngham Inc., Chicago, handles the account.

Buick Uses 104 Stations To Present New Models

BUICK MOTOR DIVISION, Flint, Mich., to announce its 1941 models is conducting a nation-wide spot campaign on 104 stations, using transcribed 15-second station breaks and one-minute sports-slanted announcements by Clem McCarthy. The 15-second spots are described as dramatized chain breaks by Arthur Kudner Inc., New York, agency handling the account. An average of about 26 spots will be used on each station during the five-day campaign, running from Sept. 2-6. The new Buick "Fireball Eight" models are to be shown publicly for the first time Sept. 7. Transcriptions were cut by World Broadcasting System, New York. The list follows:

WADC WOKO KOB WWNC WSB WGST WCAO WFBR WBRC WAPI KIDO WBZ WBZA WNAC WBEN WGR WKBW WBT WCHS WCSC WMAQ WENR WLS WLW WTAM WBNS WFAA WBAP WHIO KOA WHO WJR WWJ KTSM WDAY KMJ WOOD KFBB WHP WTIC KPRC WIRE WJDX WJAX WMBR WDAF KITE WNOX KFAB KLRA KFI KNX WHAS WINN WMC WQAM WKAT WTMJ WISN KSTP WSM WWL WQXR WOR WHN WMCA WTAR WKY WOW WCAU KYW KTAR KDKA WCAE WCSH KOIN KGW KOH WRVA WHAM WDBJ KFBK WBCM KMOX KSL WOAI KFSD KPO WGY KJR KOMO KWKH KHQ WSYR KMO WSPD WIBW KVOO WJSV WRC KFH WDEL WTAG WKBN WLEU.

Prestone Spots

NATIONAL CARBON Co., New York, in mid-October will start a series of four-week campaigns for Eveready Prestone using thrice-weekly participations on the *Yankee Network News* program and on WTIC, Hartford, and WCAX, Burlington, Vt. The company also plans chain break announcements six times weekly on WTAM, Cleveland; WOWO, Fort Wayne; WADC, Akron; WJR, Detroit, and WSPD, Toledo. Agency is J. M. Mathes, N. Y.

Pinex Spots on 58

PINEX Co., Ft. Wayne, Ind., on Oct. 7 starts a 22-week varied schedule of spot announcements, time signals, weather and temperature reports, and quarter-hour news and transcribed programs on 58 stations. In addition, a half-hour of the Saturday evening *WLS National Barn Dance*, released locally, will be sponsored which will feature Louise Massey and the Westerners. Russel M. Seeds Co., Chicago, is agency.

BMI Coast Office

BROADCAST MUSIC Inc., has established West Coast offices in Suite 217, 1509 N. Vine St., Hollywood. Harry S. Hume is Pacific Coast general professional manager, with Richard W. Hartman in charge of song manuscripts and transcriptions.

Decision Awaited In Texas Inquiry

All Ulmer Cases Expected to Be Decided at One Time

WHETHER the extreme penalty of revocation of licenses will be meted out by the FCC to the seven local Texas stations under recent investigation for alleged hidden ownership, will probably be determined by the Commission following final oral arguments on the remaining cases scheduled before the full Commission. Tentative plans of the Commission are to decide all of the cases at once, acting upon the recommendations of Commissioner George H. Payne that the licenses of all seven stations be revoked.

Withdrawal Offered

Charges against the stations, practically all licensed in the names of local residents, many of them highly prominent in their communities, involve alleged ownership interests by the Rev. James G. Ulmer which were not disclosed to the Commission. In the final arguments on three of the cases now under Commission advisement, James Hanley, counsel, proposed the withdrawal of Rev. Ulmer from either ownership or management if desired but the retention of the stations.

The three stations whose revocations are now under advisement are KTBC, Austin; KNET, Palestine; KRBA, Lufkin. Exceptions and oral arguments on KSAM, Huntsville, and KGKB, Tyler, are scheduled for Sept. 19.

The Commission has not yet issued its proposed findings of fact and conclusions on the Payne report recommending deletion also of KAND, Corsicana, and KGFI, Brownsville, though it has in the cases of the other five stations.

Would Transfer KNET

WHILE still awaiting action of the FCC on the so-called Texas revocation cases, involving alleged hidden ownership in various local station by Rev. James G. Ulmer, application was filed Aug. 21 on behalf of KNET, Palestine, asking for authority to assign the station's license to Bonner Frizzell, superintendent of the local public schools. Mr. Frizzell is now partner in the Palestine Broadcasting Assn. with William M. Keller, insurance agent, and John Calvin Welch, minister, who propose to assign their interest to him.

Clothing Mfgr. Test

TRIMOUNT CLOTHING Co., New York, manufacturer of Clipper Craft clothes for men, is entering radio for the first time this fall with a test campaign of spot announcements on five Eastern stations—WJZ, New York; WBZ-WBZA, Boston and Springfield; WGY, Schenectady; WHAM, Rochester, WTAM, Cleveland. According to Emil Mogul Co., New York, the agency, if the test proves successful, the campaign will be extended nationwide. Heretofore, Clipper Craft advertising has been placed locally by dealers with space in various media paid for cooperatively by store and manufacturer.

This Fall

DETROITERS WILL "GO TO MARKET" WITH A TERRIFIC BUYING POWER INCREASE!

Over 50 different first line manufacturers producing over 30 different industrial products are building new plants or additions to present plants in anticipation of Fall business.

To advertisers, this represents a buying power potential. This information is covered completely in WXYZ's new market data book just published.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

National Sales Representative,
PAUL H. RAYMER CO.

55 New Stations Granted in 1940

One Regional and Five Locals Authorized in Late August

IN ADDITION to authorizing a new regional station in Tampa [see adjoining column], the FCC on Aug. 27 granted two new locals in Augusta, Ga. and Traverse City, Mich. These with the three grants of Aug. 15 brought to 55 the number of new stations authorized for construction thus far this year by the Commission.

The new Augusta outlet will be licensed to W. Montgomery Harison, local real estate man, and will operate with 250 watts fulltime on 1420 kc.

The Traverse City grant was to Midwestern Broadcasting Co., and covers 250 watts fulltime on 1370 kc. Officers and stockholders are Lester Biederman, chief engineer of W T E L, Philadelphia, president, 30%; William H. Kiker Jr., control operator, WTEL, vice-president, 16½%; Drew McClay, operator, WTEL, secretary-treasurer, 15%; Fred G. Zierle, Philadelphia, 16½%; Edward S. Biederman, Detroit, 22%.

Grants of Aug. 15

A new station at Schenectady will be licensed to Van Curler Broadcasting Corp., and will operate with 250 watts fulltime on 1210 kc. Officers and stockholders are Mayer L. Cramer, oil dealer, president and treasurer, 60%; E. F. McCabe, Westport, Conn., 15%; Frank Van der Pool, garageman, 15%; George A. Fox, printing and stationery, 10%. Applications for the same facilities filed by Mohawk Radio Inc. and Western Gateway Broadcasting Corp. were designated for hearing.

A new station in Knoxville was granted to J. W. Birdwell, radio engineer, who formerly was partner in the ownership of WJHL, Johnson City, Tenn. He will be sole owner of the 250-watt outlet on 1210 kc., which will be known as WBIR.

The Star Printing Co., Miles City, Mont., publishers of the *Miles City Star*, with the estate of Joseph Scanon, deceased, as principal stockholder, was granted 250 watts on 1310.

Propose Harlem Station

HARLEM BROADCASTING Co., New York, has received its charter from the New York Secretary of State to organize a negro broadcasting and television station, plans for which are now under consideration by the incorporators, Joseph Deighton Gibson, Marie Louise Gibson and Reuel M. Jordan. According to Mr. Jordan, a New York attorney, the group will survey local stations before deciding whether to seek to purchase an existing one or to apply to the FCC for a construction permit for a new one. The proposed station will not necessarily be limited to negro entertainers and sponsors, Mr. Jordan indicated.

SEEKING to be relieved from time-sharing with WCAM, Camden, and WCAP, Asbury Park, WTNJ, Trenton, N. J., has applied to the FCC for a shift from 1280 to 1230 kc. with 1000 watts fulltime and proposes to erect its new transmitter near Yardley, Pa.

CONTACTS with representatives from Boston to California were established by Westinghouse recently when the manager and sales manager of WBZ-WBZA, and the general sales manager of Westinghouse stations went travelling. Conferring with Oliver Morton (left, seated), Chicago representative of Westinghouse, are Vincent Callahan (right, seated), manager of WBZ-WBZA; Frank Bowes (right, standing), sales manager of WBZ-WBZA, and Griff Thompson, general sales manager of Westinghouse stations, with headquarters in Philadelphia. The Boston men were stressing the greater coverage from their new transmitter.

Tampa Tribune Granted New Regional; KFBI Gets Fulltime on 1050 Kc.

IN AN UNUSUAL decision Aug. 28, the FCC granted the *Tampa Tribune* a construction permit for a new regional station in that city, provided it divests itself of interest in WFLA, Tampa, which it has agreed to do. The newspaper owns all of the preferred stock and 55% of the common stock of WFLA, with W. Walter Tison, WFLA general manager, holding the remaining 45% of the common stock.

At the same meeting the FCC granted KFBI, Wichita, Kan., fulltime on 1050 kc., in lieu of its limited time operation, with 5,000 watts day and 1,000 watts night (directional). The action, it is presumed, contemplates ultimate assignment of WAPI, Birmingham, on the channel (which becomes 1070 kc.) under the Havana Treaty. KNX, Los Angeles, is the dominant station.

Uniontown Boost

WMBS, Uniontown, Pa., was increased from local to regional status with the granting of a construction permit for a shift from 1420 to 590 kc., and with a power increase from 250 watts to 1,000 watts unlimited time, using a directional antenna at night. WLOK, Lima, O. was increased from 100 to 250 watts fulltime on 1210 kc.

The new Tampa grant is for 940 kc., with 5,000 watts day and 1,000 watts night, using a directional antenna at night. The *Tribune* is headed by S. E. Thomason, publisher also of the *Chicago Times*. The newspaper acquired control of WFLA Nov. 7, 1939 when the FCC approved transfer of a 10% interest held by Fred J. Lee for $6,800. WFLA shares time on 620 kc. with WSUN, St. Petersburg municipal station, each using 5,000 watts day and 1,000 watts night.

Mr. Thomason and John Stewart Bryan, Richmond publisher and station owner, were listed as the chief stockholders of the Tribune Co. Mr. Bryan, chairman of the board, holds approximately 45% of the stock, and Mr. Thomason 43%. Mr. Bryan was also identified as president and publisher of the Richmond News-Leader Co., chief owner of WRNL [see story on page 22].

The FCC set for hearing an application for transfer of control of WLAK, Lakeland, Fla., to the Florida West Coast Broadcasting Co., licensee of WFLA. The station operates on 1310 kc. with 250 watts fulltime.

Inquiry Into WGST

INQUIRY into the management contract of WGST, Atlanta CBS outlet, was ordered Aug. 28 by the FCC in designating for hearing the station's regular application for renewal. No date was set. The station is licensed to the Georgia School of Technology but operated under lease by Sam Pickard, former member of the Radio Commission and former vice-president of CBS, and Clarence H. Calhoun, Atlanta attorney. The action is part of the FCC's study of remote management of stations by other than the actual licensees to ascertain whether actual control, within the meaning of the Communications Act, has been transferred [see story on page 22].

POTTER DRUG & Chemical Corp., Malden, Mass., is continuing its nationwide spot campaign for Cuticura soap on about 25 stations in key cities. Daily participating and station-break announcements are used. Atherton & Currier, New York, is agency.

Regionals Granted Boosts in Power

Night Increases for Several Included in FCC Actions

FIVE stations on the 900 kc. regional frequency have been authorized by the FCC to improve their operating status, mostly securing higher night powers, while other regionals and locals on various channels have secured more night power or new wave and power assignments in actions designed to gain maximum use of all channels.

Three stations which operated with 5,000 watts daytime and 1,000 night on 900 kc. secured 5,000 fulltime as follows: WKY, Oklahoma City; KHJ, Los Angeles; WBEN, Buffalo. On the same decision day, Aug. 15, the Commission authorized WTAD, Quincy, Ill., 1,000-watt daytime station on 900 kc., to go to fulltime with 1,000 watts on that channel, while on the same frequency the daytime WMFD, Frederick, Md., was given fulltime with 500 watts.

10,000 Watts for WOV

Other regional power boosts were authorized as follows: WOV, New York, from 5,000 watts fulltime to 10,000 fulltime on 1100 kc.; KOAC, Corvallis, Ore., from 1,000 watts to 5,000 daytime with 1,000 night on 550 kc.; WPIC, Sharon, Pa., from 250 watts daytime to 1,000 watts daytime on 780 kc.; WTAQ, Green Bay, Wis., from 5,000 watts day and 1,000 night to 5,000 fulltime on 1330 kc.; KABR, Aberdeen, S. D., from 1,000 watts day and 500 night to 5,000 fulltime on 1390 kc.

WDGY, Minneapolis, was authorized to shift from 1180 to 1100 kc., with power of 5,000 watts night and 10,000 day fulltime. WFDF, Flint, Mich., operating with 100 watts on 1310 kc., was authorized to shift to 880 kc. with 1,000 watts fulltime.

Local power increases to 250 watts fulltime were granted W M O B, Mobile, on 1200 kc.; KFYO, Lubbock, Tex., on 1310 kc.; WPAY, Portsmouth, O., on 1370 kc.; KVOE, Santa Ana, Cal., on 1500 kc.; WORD, Spartanburg, S. C., on 1370 kc.

WOV Plans New Tower To Direct 10 kw. Signal

WOV, New York, following the grant by the FCC of a power increase from 5,000 to 10,000 watts and construction permit for a new transmitter and directional antenna, plans to erect an additional 350-foot uniform-taper L e h i g h tower with umbrella antenna, approximately 225 feet behind the one recently put in use at Kearny, N. J. These towers will beam WOV's signals toward the northeast and should be completed by late fall. Construction is under the supervision of Robert Study, chief engineer of WOV.

A complete change in program policy was announced Aug. 12 by WOV, at which time the station added a half-hour to its daily schedule, starting operations at 7 a.m. instead of 7:30 a.m. to allow for the placing of daytime Italian programs before 6 p.m. After that hour all programs are in English.

WPAT are the call letters assigned to the new regional outlet in Paterson, N. J., granted July 16 to the North Jersey B r o a d c a s t i n g Co. [BROADCASTING, Aug. 1].

KLZ *Night* Coverage

INCREASED 33%

WITH POWER BOOST AND DIRECTIVE ANTENNA

●KLZ's primary (guaranteed) night coverage area has been pushed north and south by its five-fold increase in power on the top-of-the-dial frequency of 560 kc. and directive antenna to serve a 33% greater population with a signal of 1½ mv/m or more (broken line, above). Primary (guaranteed) day coverage (½ mv/m area, in red above) has been increased 24%, field tests show. KLZ's signal strength in downtown Denver has been multiplied 3½ times at night and 1½ times in the daytime.

This intensified power throughout the Denver-Rocky Mountain region has thus made listening to KLZ's 20-hour daily schedule of unrivaled CBS and local programs and pacemaking newscasts available to 176,400 more people at night and an additional 182,389 people days.

KLZ's combination of power-to-penetrate and programs-they-prefer makes this station your most competent and economical ally in getting your program into the homes of the Denver-Rocky Mountain region where your selling has to be done.

KLZ *Denver*

CBS Affiliate — 560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC

AMID AN INFERNO of blank cartridges, airplanes and tanks, and armed with cameras instead of guns, special crews from the national networks, from stations and from one television company originated a long series of on-the-spot programs during the Aug. 8-22 First Army War Games in Northern New York [BROADCASTING, Aug. 15]. In the thick of the mock battle between the defending Blue forces and the invading Black army, the special events crewmen had their hands full describing the tide of battle as well as handling pickups of various camp activities, military and social.

Top left photo shows Clifford Gorsuch (l), engineer of WCAD, Canton, at controls with Harold J. Frank (r), manager of WSLB, Ogdensburg, as they carried to MBS the opening address of Lieut. Gen. Hugh A. Drum. A CBS-equipped Army truck (upper center), carried 2,500 pounds of remote equipment to vantage points. Jack Knell (upper right), CBS announcer, describes machine-gun squad in action.

Part of NBC's special events crew (lower left) was caught broadcasting "Fight Night" at the maneuvers. They are (l to r) George Butler, engineer; Robert Stanton, announcer; Maj. John Holman, manager of KDKA, Pittsburgh; Arthur Feldman, special events; Jack McCarthy, announcer. DuMont portable television camera (lower center) was camouflaged in the field, with a 15-man crew televising the maneuvers. Crosley mobile units of WLW and WSAI, Cincinnati, were on hand (lower right) to make daily recordings, with Joseph Ries, educational director, at the microphone.

Radio Assistance Praised by Army

FOLLOWING the announcement that the War Dept., in the interests of its recruiting drive, has appropriated $250,000 for a newspaper advertising campaign to be placed through N. W. Ayer & Son, Maj. Gen. E. S. Adams, adjutant general of the Army, addressed a letter to the NAB lauding radio's current efforts to promote Army enlistments.

Because the newspaper trade press had indicated that this paid campaign showed official recognition of the "power" of newspaper advertising, the statement by Gen. Adams was construed as a vindication for radio which has not sought pay for time devoted to this cause and which was praised in the following language:

"The War Department appreciates the great power of radio in reaching, effectively, the great mass of the people of the country with any message or program in a minimum of time. Radio broadcasting is a tremendously efficient force that can be applied to all problems of interest to the country whether it be a commercial sales campaign, or one of public service in the interest of national defense. It is noteworthy to state that because of the patriotism and wonderful cooperative spirit of the broadcasting companies the War Department has never been called upon to purchase radio time to disseminate to the public information of general interest."

The adjutant general also thanked the NAB for its convention resolution [BROADCASTING, Aug. 15] placing the service of the industry at the disposal of all departments of the Federal Government on behalf of national defense.

On Duty, But . . .

ON ACTIVE DUTY but finding some time to work with radio pickup crews at the Northern New York war maneuvers last month were such radio figures as Maj. John Holman, manager, KDKA, Pittsburgh; Maj. Edward A. Davis, vice-president, WIP, Philadelphia, and Lieut. Kelly Anthony, son of Earle Anthony, operator of KFI-KECA, Los Angeles. Via WSLB, Ogdensburg, which keyed MBS, Maj. Ray Perkins, the comedian, conducted a nightly series titled *Maneuver News.*

SINGING from a diving bell 55 feet below the surface of Silver Springs, Fla., selections by Frances Campbell, staff singer of WSB, Atlanta, were broadcast over WTMC, Ocala Fla.

KOH on New Channel

KOH, Reno, Nev., Aug. 23 began operating on its new 630 kc. assignment with doubled power of 1,000 watts and with entirely new equipment and studios. Owned by the McClatchy Broadcasting Co., the station is affiliated with NBC Red and Blue, and with the Western Radio System, comprising the McClatchy stations.

The new KOH plant was said to represent an expenditure of $75,000. Dedicatory programs were broadcast Aug. 24 and 25, with State and city officials participating under direction of Howard Lane, manager of the McClatchy stations. Turned down by Reno newspapers for a special KOH section, Mr. Lane sent his own salesmen into the territory and sold enough advertising for a 24-page tabloid, which was printed in Sacramento and distributed to every home within a 50-mile radius of Reno and Sparks, Nev.

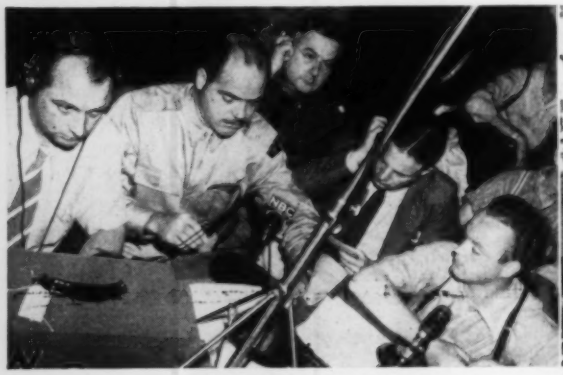
Acme Starts Ninth Year Of Broadcasts Featuring Songs by Ed McConnell

ACME WHITE LEAD & COLOR WORKS, Detroit (Lin-X, floor and furniture dressing) for the ninth consecutive year has selected Smilin' Ed McConnell for its 39-week NBC-Red network campaign. The show which will start Saturday, Sept. 7, 10:45-11 a.m., with a repeat broadcast for the first four weeks at 12:30 p.m. for Pacific Coast stations, after which the regular program will be fed to western stations, was placed through Henri, Hurst & McDonald, Chicago agency.

Smilin' Ed McConnell has not been without a sponsor for the last 19 years. During the 1939-40 season he has been on both NBC networks and CBS. In addition, more than 100 stations throughout the country carry his *Hymn Time With Smilin' Ed McConnell* transcribed series. Since 1928 he has been continually sponsored by the Mantle Lamp Co. of America (Aladdin lamps), until 1937 on network and since then on transcriptions. Among his other sponsors have been Early & Daniel (farm feeds), Ballard & Ballard (Oven-Ready biscuits), Freihofer Baking Co., Purity Bakeries and others. His first sponsored program was on WSB, Atlanta. Appealing mostly to the housewife and family groups, it is said his mail averages 2,000 pieces daily. Press-Radio Features, Chicago, exclusively represents McConnell.

Carnation Names Faith

CARNATION Co., Milwaukee (evaporated milk), has appointed Percy Faith, young Canadian, as permanent conductor of *The Contented Hour.* Monday evening musical feature on NBC-Red. Josef Pasternack, former conductor, died April 29 at rehearsal and since that time guest conductors have been used. Faith has been heard for a number of years on CBC in his *Music by Faith* programs.



Important Business Gains Point to Easy Selling in Detroit this Fall

To the advertiser seeking a big, rich easily cultivated field in which to sow his sales seed this Fall, the Detroit market offers *one of America's most exceptional opportunities.* Among many reasons these are outstanding:

1 **Detroit industrial activity has *already* enjoyed more than a half-year of near-record gains in nearly all major divisions. Buying power, resulting from steady employment and increased payrolls, is high.**

2 **The ease and economy with which the Detroit market can be covered is unique in major markets. Here is a big, highly concentrated market available through a *single radio station*—WWJ—which has led all other Detroit radio stations in listener interest by every survey that has been made in ten years!**

Investigate the exceptional sales opportunity offered by the Detroit market—and by WWJ—NOW!

Detroit and the local trading area constitute a $750,000,000 market—easy to cover economically.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Westinghouse Stations

WOWO

and

WGL

Fort Wayne, Ind.

ANNOUNCE THE APPOINTMENT OF
THE NATIONAL BROADCASTING COMPANY
AS NATIONAL SPOT REPRESENTATIVE

Effective September 1, 1940

THESE STATIONS REPRESENTED NATIONALLY

Two more vital stations are added to the list represented by the National Broadcasting Company beginning September 1st . . . WOWO and WGL, both at Ft. Wayne, Ind.

WOWO, operating on 10,000 watts at 1160 kilocycles, and WGL, 250 watts at 1370 kilocycles, provide advertisers anxious to tap the rich Ft. Wayne market with a splendid ready-made audience.

Spot advertisers make more sales when they
PICK THESE VITAL SPOTS

WEAF	50,000 Watts— 660 Kc.	New York
WJZ	50,000 Watts— 760 Kc.	New York
WMAQ	50,000 Watts— 670 Kc.	Chicago
WENR	50,000 Watts— 870 Kc.	Chicago
KGO	7,500 Watts— 790 Kc.	San Francisco
KPO	50,000 Watts— 680 Kc.	San Francisco
*WRC	5,000-1,000 Watts— 950 Kc.	Washington
*WMAL	500-250 Watts— 630 Kc.	Washington
WGY	50,000 Watts— 790 Kc.	Schenectady
KOA	50,000 Watts— 830 Kc.	Denver
WTAM	50,000 Watts—1070 Kc.	Cleveland

Westinghouse Stations

WBZ	50,000 Watts— 990 Kc.	Boston
WBZA	1,000 Watts— 990 Kc.	Springfield
KYW	10,000 Watts—1020 Kc.	Philadelphia
KDKA	50,000 Watts— 980 Kc.	Pittsburgh
WOWO	10,000 Watts—1160 Kc.	Ft. Wayne
WGL	250 Watts—1370 Kc.	Ft. Wayne

*WRC and WMAL will soon be operating with 5,000 watts day and night

BY NBC SPOT SALES OFFICES

NEW YORK CHICAGO SAN FRANCISCO WASHINGTON
BOSTON CLEVELAND HOLLYWOOD DENVER

Change in Policy on Laxatives Indicated in New NBC Series

Rigid Requirements Maintained, Trammell Says; Lewis-Howe, Healthaids Buy Blue Time

SPECULATION on the extent of revision in NBC's "laxative advertising" policy has arisen with the announcement that Lewis-Howe Medicine Co., St. Louis, starting Oct. 17 will sponsor Tommy Dorsey on NBC-Blue Fridays, 8:30-9 p.m. (EST) for Nature's Remedy [BROADCASTING, Aug. 15]. Lewis-Howe will shift its *Pot o' Gold* to Fridays, 8-8:30 on the Blue, giving it a full Friday hour. It also is reported that Healthaids Inc. of New Jersey, Jersey City, is seeking to buy NBC-Blue time for Serutan Health Food, another proprietary.

Although NBC has made no comment on Serutan, a statement was issued Aug. 21 by NBC President Niles Trammell explaining the network's policy change. "We have decided to take certain products, under rigid continuity requirements, that previously have been unacceptable," Mr. Trammell commented. "It is felt that this policy will give us a number of outstanding programs which will increase our listening audience.

Strict Supervision

"No accounts, of course, will be accepted unless they are in good standing with the Food & Drug Administration and the Federal Trade Commission, and no program will be considered until continuities have been submitted in advance and those continuities conform to the strict requirements established for this type of product."

Although the new attitude is not expected to have any effect on the Red network, which as a rule is readily sold out to other types of sponsors, it is thought the relaxed restrictions may serve to bring several new accounts of this type to NBC-Blue. It is regarded as unlikely the restriction will be further changed to allow liquor or beer advertising, particularly in view of the flat restrictions placed on such accounts by the NAB Code.

Although the original NBC restriction on proprietary and laxative sponsorship was placed in operation as early as the mid-30's, it was revised in 1939 to conform to the NAB code. Among "unacceptable business" listed in this 1939 revision is: "Cathartics, including foods or beverages advertised for their value as cathartics. Also products generally known and used exclusively as cathartics, even when cathartic references are not made in broadcast advertising copy."

When the restriction first went into effect, it was placed directly against new business, although contracts in effect were allowed to be renewed. This had the effect of letting old sponsors stay on the air, while new ones were kept off.

Queried by BROADCASTING, CBS indicated that although it had set similar restrictions against such sponsorship about the same time as NBC, it did not allow subsequent renewal and no contracts of this nature have been allowed by CBS since March, 1936. CBS cited that "broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters not generally considered acceptable topics in social groups" was discontinued in accordance with the new CBS policy in March, 1936, the expiration date of the last CBS commitments for such broadcasts.

'Examined With a Microscope'

MBS headquarters indicated that no business of this type was being placed on the network, and that its acceptability was a matter for individual member stations to decide.

Under the new NBC policy, it was made clear that every applicant would be "examined with a microscope", with each case to be judged on its own merits regarding conformance with three basic requirements before time purchase is discussed: Approval of the product, approval of the continuity, and a guarantee of a "good show".

Current programs carried by NBC for products which might be classified as having laxative qualities include six on the Red and two on the Blue, not including the new NR show. Red network sponsors and shows are: Alka-Seltzer—*Quiz Kids* and *National Barn Dance;* Phillips Chemical Co. — *Stella Dallas, Lorenzo Jones, Waltz Time;* Bristol-Myers Co. (Sal Hepatica), *Abbot & Costello.* The Blue network features and sponsors are Grove Laboratories (Bromo Quinine), *Sherlock Holmes,* and Phillips Chemical Co. (Haley's M-O) *Amanda of Honeymoon Hill.*

Fuller Paint Continues Series on 63 Stations

W. P. FULLER & Co., San Francisco (paint), on Sept. 3 will start the second half of its most extensive radio campaign when it sponsors one-minute transcribed variety programs on 63 stations in the West. The campaign will continue until Oct. 4 and will average four spots a week on each station. In rural districts the transcribed commercial will be spotted in, before or after noonday newscasts. In the metropolitan areas a night schedule will be utilized.

As in the Fuller spring campaign, each transcription is a complete radio show, incorporating jingles, a joke, music, a novelty commercial and a theme song.

The station list follows: KVOA KTAR KGLU KSUN KERN KXO KIEM KMJ KIEV KOIN KFOX KNX KYOS KTRB KHSL KVCV KFBK KFXM KGB KRNR KXRO KFRC KQW KVEC KVOE KTMS KSRO KWG KTKC KIDO KSL KVOS KID KRLC KSEI KTFI KWAL KGHL KRBM KGIR KFBB KPFA KELA KGEZ KGVO KOH KAST KBKR KORE KUIN KFJI KLBM KOOS KMED KWLK KGY KOMO KFPY KVI KPQ KIT KVRS KUJ. Account is handled by McCann-Erickson, San Francisco.

TENDERLY TRUNDLED by "Mama" Ellwood W. Lippincott, manager of KBKR, Baker, Ore., was "Blue Ribbon Baby" Fred Pelger, sales manager, in a two-mile parade in Baker recently during the 7th Annual Baker Mining Jubilee. The pair, with their radio-equipped buggy, won the blue ribbon and a $10 first prize. The prize-winning participation climaxed KBKR's seven-month anniversary July 3.

MARTIN TO MANAGE WINX, WASHINGTON

THE appointment of Reggie Martin, until recently manager of WJNO, West Palm Beach, as manager of the new WINX, Washington, D. C., has been announced by Lawrence Heller Washington attorney and licensee of the station which was recently authorized for construction with 250 watts on 1310 kc. This is the local channel relinquished last year by WOL, MBS capital key, when it shifted to 1230 kc. with 1,000 watts fulltime.

Mr. Heller

Simultaneously, Mr. Heller announced appointment, effective Sept. 15, of Helen Mobberley, of WRC-WMAL, Washington, as commercial manager. Mrs. Mobberley has been associated with the sales department of the two NBC-operated stations for the last eight years, and is well-known in Washington radio circles.

Mr. Martin, a native of Indiana who started in radio with WSBT, South Bend, and later served with various Midwestern stations, including the Central States group (KOIL - KFAB - KFOR), assumes his duties Sept. 1. The station is scheduled to go on the air about Oct. 1, using RCA equipment throughout with a Blaw-Knox 150-foot tower and a similar booster station near the campus of American University on the outskirts of the city. A two-story limestone building at Eighth and I Sts. N.W. has been acquired for offices and studios and is now in process of remodeling.

WMRN are the call letters assigned by the FCC to the new local in Marion, O., granted July 17 to the Marion Bestg. Co. [BROADCASTING, Aug. 1].

Affiliate Network Meeting Sept. 23

First of Quarterly Discussions Is Announced by IRNA

FIRST of the quarterly meetings between committees representing affiliates of NBC and CBS with the respective ranking executives of those networks to discuss operations policies have been tentatively scheduled for Sept. 23 in New York, according to an announcement Aug. 20 by the executive committee of Independent Radio Network Affiliates. Arrangements for the quarterly sessions were made during the NAB Convention in San Francisco Aug. 4-7 [BROADCASTING, Aug. 15], and committees were designated by IRNA from its membership.

The committee to meet with NBC comprises Martin B. Campbell, WFAA, Dallas; Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTIC, Hartford; George Norton, WAVE, Louisville; Samuel R. Rosenbaum, WFIL, Philadelphia, chairman of IRNA. The CBS committee comprises Mark Ethridge, WHAS, Louisville; Don Elias, WWNC, Asheville; I. R. Lounsberry, WGR-WKBW, Buffalo. It is presumed that Niles Trammell, NBC president, will head the NBC committee, and Edward Klauber, CBS executive vice-president, that network's delegation.

Plan Regular Meetings

These committees, it was announced, will fix regular meeting dates with executive heads of their respective networks and have power to invite other affiliates to sit with them at such meetings. Affiliates were requested by IRNA to notify the committees of their suggestions. Trade practices, recommendations and complaints regarding operating policies are included in the issues to be decided at these conferences.

In connection with the IRNA moves, Fred Weber, general manager of MBS, commenting on the story published in the Aug. 15 BROADCASTING that the other networks will meet with their affiliates as MBS has done in the past, pointed out that the MBS operation is different.

"The main point omitted," Mr. Weber stated, "is that when the Mutual board of stations meets it decides the network policy, it does not simply discuss the network policy. It seems important to establish that our stations establish Mutual policies."

Wheatena on 17

WHEATENA Corp., Rahway, N. J., on Sept. 30 starts *The Wheatena Playhouse* on 17 stations in selected markets in the East, Midwest and West coast, in the interests of its wheat cereal. The program will feature transcribed dramatizations of famous novels in quarter-hour episodes five times weekly, with each drama scheduled to run about four weeks. First in the series will be *Dark Victory.* Last year Wheatena tried its first daytime program with the weekly *Hilda Hope M.D.* show, and following enthusiastic consumer response and increased sales, decided this year to expand to a five-weekly serial. Agency is Compton Adv., New York.

So the Advertiser May Know WHICH Station is...

FIRST IN DENVER *in Everything!*

***PROGRAMS · POWER · AUDIENCE · ADVERTISING · SHOWMANSHIP · SALES RESULTS**

**in* Programs

MA PERKINS
FIBBER McGEE & MOLLY
KRAFT MUSIC HALL
KITTY KEENE
GOLDEN MELODIES
THE O'NEILLS
INQUIRING REPORTER
JACK BENNY
GRAND OL' OPRY
FOR WOMEN ONLY
JULIA BLAKE
FOX THEATRE REPORTER
ADOPTED DAUGHTER
6 DAILY NEWS PERIODS
ONE MAN'S FAMILY
QUIZ KIDS
MUSICAL MAGAZINE
GOOD MORNING MELODIES
RAINBO
CHARLIE McCARTHY
BUTTERNUT
CORNTUSSEL NEWS
GE HOUR OF CHARM
DAVID HARUM
CARNATION CONTENTED HOUR
NATIONAL FARM & HOME
WALTER WINCHELL
H.V. KALTENBORN
ALDRICH FAMILY
TED WEEMS "BEAT THE BAND"
B&W SPORTS REVIEW
CITIES SERVICE HOUR
(OLDEST CONTINUOUS NETWORK PROGRAM)
NATIONAL BARN DANCE
THE 3 B'S

The fact that 12 of the 15 most popular programs on the air are Red Network programs—in other words programs broadcast over KOA—is a clear indication of KOA's program leadership in Denver.

But the Red Network programs on KOA are not the only reason for KOA's decisive leadership in the Denver area. KOA's local and national spot programs are likewise favorites with the radio audience of this territory—such programs as McMurtry's "KOA Golden Melodies" (locally famous, and a network feature too), Joslin's "Inquiring Reporter," Bluhill's "For Women Only," and many other listener favorites.

Those, and programs like "Nature Sketches" (to a nationwide NBC network) from high peaks in the Rocky Mountain National Parks, typify the numerous KOA programs serving "the public interest."

In a word—LEADERSHIP characterizes the program record of KOA.

It all means this—in such company your own programs start with winners, insuring you of superior results always.

GENERAL ELECTRIC STATION
KOA
DENVER
50,000 WATTS · 830 KC.

Represented Nationally by NBC **SPOT Sales Offices**

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DENVER · HOLLYWOOD · WASHINGTON

Radio's Shoeprints on Sands of Time

Karl's Shoe Stores Adopt Radio And Gets a Quick Reaction

By J. B. (Jack) KIEFER
Vice-President and Treasurer
Pacific Market Builders, Los Angeles

TWO YEARS ago, Karl's Shoe Stores Ltd., largest independent shoe retailing organization of its kind on the Pacific Coast, decided to use radio advertising to further the sale of footwear. This was to be the firm's first venture in this field, and inasmuch as their phenomenal growth during the last quarter century could definitely be traced to customer satisfaction and word-of-mouth advertising, it was considered that an immediate and substantial reaction to radio would have to be achieved in order to justify the added expenditure.

Mr. Kiefer

In selection of the program, together with the most effective release, a careful analysis of all factors was made. These embodied (a) their distribution picture, (b) the price bracket of their greatest shoe volume, (c) general background, policies, and previous methods of operation.

Price Bracket

While Karl's Shoe Stores have retail outlets in Washington, Oregon, Arizona, California and Texas, the majority are in California, Southern California accounting for nearly 50%. It was therefore expedient that this first venture be directed toward covering the greatest number of outlets at the least possible cost per unit. After a careful survey and field check, KFI, Los Angeles, was selected as the release, its 50 kw. signal reception being indicated with clarity in practically all Southern California communities where Karl's Shoe Stores are located.

The proper choice of time and program was indicated by the price bracket of the client's greatest shoe volume. This volume, of nearly two million pairs of shoes annually, lay between $1.99 and $2.95 per pair. Obviously it was important that we reach the class of customer accustomed to buying footwear within this price bracket; that we use a type of program that would command the interest of this group. An early morning news broadcast, Monday through Saturday proved to be the answer, and on July 25, 1938, from 7:15 to 7:30 a.m., Karl's Shoe Stores presented for the first time, *Comments on the News and Values in Shoes*. During the last two years, without interruption, this first major newscast of the day has gone into the homes of Southern California listeners. The keynote of the program has been "there's a Karl's Shoe Store in your community or nearby."

The success of the program has been exceptionally gratifying to our client. It has afforded an opportunity for them to focus attention on slow moving numbers. In many instances, where special announcements were made covering certain slow-moving items, stocks were moved with surprising dispatch. Suffice to say, without supplementary merchandising of any nature except placards displayed in the interior of the stores, our client reports a steady month-after-month growth. Commercials are kept to a minimum, and during periods of "hot news" from Europe, are waived in their entirety—a gesture that has met with the approval of Karl's listeners, as evidenced by hundreds of letters of unsolicited appreciation.

To the Youngsters

At various times new and different angles have been injected into the newscast. In view of the fact that no small portion of Karl's sales are children's shoes, we made a direct appeal to youngsters by organizing a Karl's Junior Reporter's Club, under the capable guidance of KFI newscaster, Pat Bishop. We invited submission of news items from boys and girls which would carry local happenings of their neighborhood.

All youngsters submitting such an item received a "press card" entitling them to membership in the club. The best news item contributed for the day brought a metal "press badge" to the winner, together with an opportunity to appear on the program as Bishop's special guest and read the item personally. The boy or girl who submitted the best news item during any given week, received an order on their neighborhood Karl's Shoe Store for a pair of shoes to their selection. Thousands of contributions were received, proving that children are interested in the fine art of journalism. The result of this idea was an immediate increase in the sale of children's shoes.

Institutional talks, along patriotic lines, written by Mr. P. Karl, president of Karl's Shoe Stores, and delivered by Pat Bishop as personal messages from the president, have been broadcast on every holiday since inception of the program. These have been received with favor, and have done much to emphasize the integrity of our client's business institution.

After two years of continuous broadcasting, Karl's Shoe Stores find radio, properly directed toward class preference, a most valuable media in selling quality footwear.

How 'Professor Puzzlewit' Sells Shoes

Gallenkamp Quizzes Draw Customers to Big Coast Chain

By HASSEL W. SMITH
Manager, San Francisco Office
Long Advertising Service

HERE'S a Pacific Coast radio show that really *sells* shoes.

The figures prove it.

Gallenkamp's Shoe Stores, with a chain of 106 stores from San Diego to Seattle, for more than three years has been sponsoring *Professor Puzzlewit* on five Pacific Coast NBC stations.

The program was started in April, 1937, the first quiz show to be broadcast only on the coast.

At the end of 30 days the program registered in coast surveys and sales also started an upward march. Each month indicated an increasing popularity. For more than two years *Professor Puzzlewit* has ranked third, fourth or fifth on Sunday afternoon.

Ranks High in Surveys

In the last Hooper survey, giving a four months average audience, *Professor Puzzlewit* ranks fourth in San Francisco after *Charlie McCarthy, One Man's Family* and *Fitch's Band Wagon*—all big national programs.

Trick questions are never used on the program. Arithmetic problems are used occasionally. Questions are selected on a basis of their general information value. Each show has a four-minute drama which answers some interesting question that the *Professor* gives to the announcer, Berton Bennett.

Four contestants are used on each broadcast and are selected from applicants who write in. The first prize is $10 in cash and the consolation prizes $3.95 in shoe merchandise orders.

During the last year Gallenkamp's has been saluting various major Pacific Coast industries and selecting the contestants from four leading organizations in each type of industry. Most of these firms have sent bulletins to their entire Pacific Coast personnel and this again has stepped up the listening audience.

To merchandise the program further, Gallenkamp's conducts a contest by asking the listeners to call at a Gallenkamp store for the "Puzzle-Witter." This is a four-page folder, giving a question blank for six questions—showing an inside spread of timely shoe styles—and with a back page taken up with questions and answers which may be used in a party gathering.

Shoe Orders as Prizes

Each week the company gives prizes of 11 shoe merchandise orders. The mail returns during the past six months have been heavier than ever, in spite of the fact that the same contest has been used for three years.

The advertising policy is to feature specific shoes in the opening and middle commercials, with an institutional announcement at the close. By giving specific announcements on certain shoes we have an opportunity to check the inquiries, as well as the sales immediately following the broadcast.

The results have been highly pleasing as the managers report a definite sales result within a week after the announcements are made. We know that this response is due entirely to the radio program as Gallenkamp's has discontinued all other forms of advertising except window cards.

The business of Gallenkamp's has gone ahead in a big way since the program started and the client has just recently renewed for the fourth year.

A Slogan That Clicked

We adopted a slogan shortly after the program started "More miles to a Gallon-Kamp". It was only a few weeks before many customers were mentioning this slogan when they came into the Gallenkamp's stores.

"Professor Puzzlewit" is released over KPO, KFI, KGW, KOMO and KMJ, originating from San Francisco NBC studios every Sunday from 3 to 3:30 p. m., PST.

The program idea is the brainchild of the San Francisco office of Long Advertising Service. Instead of having a question-and-answer show, we have a very carefully prepared continuity, written by Mrs. Gertrude Murphy, of our copy staff. While we avoid any semblance of making this into a gag show, at the same time the running continuity has a definite humorous slant that adds to its entertainment value.

Larry Keating of the NBC staff, is *Professor Puzzlewit* and the program is produced under the supervision of Arnold Marquis and the writer.

Shoe Firm's Discs

MORSE & ROGERS, New York division of International Shoe Co., St. Louis, to advertise women's shoes, is offering eastern dealers in the east a series of one-minute transcribed announcements featuring its Lady Patricia trademark. Recordings, made by the WHN Transcription Service, New York, through Ideas Adv., New York, will be given free to dealers who will buy station time at their own discretion and expense.

Now!
WRC
Washington, D.C.
5000 WATTS
DAY and NIGHT
WRC IS OWNED AND OPERATED BY THE NATIONAL BROADCASTING CO.

Networks to Ask Delay in Offering Monopoly Briefs

Preparation of Data Said to Require Additional Time

RACING against time in their effort to meet the Sept. 15 deadline set by the FCC for filing of reply briefs to the FCC Committee's provocative network-monopoly report, the major networks are expected to seek a continuance prior to that date because of the vast amount of data to be analyzed.

Both NBC and CBS, it is understood, are engrossed in the preparation of their answers, opposing the committee's far-reaching recommendations on all counts. Independent Radio Network Affiliates, which retained Paul M. Segal, Washington attorney, as counsel to prepare a brief opposing certain of the committee's conclusions, planned to have its reply ready by the Sept. 15 date, but apparently would not oppose a postponement.

On behalf of MBS, Louis G. Caldwell, Washington attorney, said he was not disposed to seek a postponement, and at present was drafting his brief. MBS supported a number of the basic conclusions of the committee, notably those dealing with non-exclusive affiliation contracts and recommendations against guaranteed clearance of time.

Briefs From Stations

Presumably, a 30-day continuance or until Oct. 15, will be sought by CBS or NBC or both. Former Judge John J. Burns, chief counsel for CBS during the six-month hearing siege, is drafting the CBS brief, while Philip J. Hennessey Jr., NBC Washington counsel, is preparing that company's answer.

Thus far, the FCC has received two briefs on the network-monopoly report, both from individual stations and both supporting the basic conclusions reached by the committee. James R. Curtis, president of KFRO, Longview, Tex., and an attorney, said his station "heartily wishes to endorse" the report as a whole and especially that part which urged revaluation of the Commission's clear-channel policy. He advocated new assignments on "so-called clear channels" under which duplication of more than one station would be authorized upon the showing that little or no interference will be developed, and that old stations should be given such assignments wherever possible. Moreover, he urged that old stations be assigned to the low frequencies wherever possible when they are geographically located where soil and ground conductivity is poor.

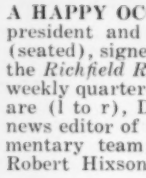
Roy Albertson, operator of WBNY, Buffalo local, also supported the report, and launched an attack upon the networks and upon what he alleged to be a station monopoly in Buffalo. He charged the major networks with being "unmerciful and ruthless" in his letter to the Commission and held that his own station had been "deprived of network service". Public service programs, he declared, are being kept out of Buffalo because of the purported "local monopoly". He said that only in Cleveland and Houston do local monopolies exist comparable to that in Buffalo, and charged that it was grossly unfair for "one newspaper or one bank to control more than one station in any city".

Declaring that the FCC committee's report has "indicted the networks", Mr. Albertson said they are "shouting their innocence to the high heavens when everyone in the business knows that they are guilty of all counts.".

A HAPPY OCCASION it was for this group when W. T. Dinkins, vice-president and general sales manager, Richfield Oil Co., Los Angeles, (seated), signed a contract which renewed for 52 weeks, effective Aug. 12, the *Richfield Reporter*, on six NBC-Pacific Red stations, starting the six-weekly quarter-hour program on its tenth year. Pictured with Mr. Dinkins are (l to r), Don Forbes, one of the Richfield reporters; Wayne Miller, news editor of the program; John Wald, second member of the news commentary team; Sidney Dixon, NBC-Red western sales manager, and Robert Hixson, vice-president of Hixson-O'Donnell Adv., Los Angeles.

WLWO Starts Service to Latin America With Four Sponsors Already Secured

STARTING with four sponsors seeking to promote Latin American markets, the international shortwave station WLWO, adjunct of WLW, Cincinnati, one of the first to go into operation with the required 50,000 watts minimum power, has embarked on a 21-hour daily schedule of beamed broadcasts to Latin America under the supervision of William Guenther, general manager of the international station. The station is being called "The Inter-Nation Station".



Mr. Guenther

Mr. Guenther has mustered a staff of Spanish and Portuguese speaking announcers and talent and, wherever possible, is staging special programs aimed particularly at the Latin American audience. For the present most of the WLWO programs are selected from the regular schedules of WLW and WSAI, including NBC-Red and Blue features, plus approximately 3½ hrs. of Spanish and one hour of Portuguese programs nightly.

More Sponsors in Sight

All of the shortwave programs are adhering strictly to the letter of the recently promulgated FCC rules which lifted the ban on commercial programs but fixed certain limitations on their content. More sponsors are in prospect, said Mr. Guenther, with every likelihood that they will be on the air early in September. WLWO's rate card has a base $200 per hour rate.

The first sponsor to be signed was Carter Medicine Co., New York, which started Aug. 13 with two transcribed spot announcements daily in Spanish and Portuguese, placed through National Export Advertising Service, New York. The other accounts all started Aug. 26, and all are for 13 weeks.

International Cellucotton Products Co., Chicago (Kleenex) is carrying three 15-minute programs weekly titled *Charles Amenas* (Pleasant Talks) and featuring Concha Gandia, Porto Rican woman commentator discussing styles, Hollywood etc. This was placed direct and is heard Sundays, Tuesdays and Thursdays at 8:15 p.m.

The same program is also sponsored at the same time Mondays, Wednesdays and Fridays by Princess Pat Ltd., Chicago (cosmetics), placed through Steele Adv. Co., Chicago.

J. B. Williams Co., Glastonbury, Conn. (shaving soaps, etc.) is sponsoring Aristides Nodarse in news in Spanish, Mondays thru Fridays at 10:15 p.m., placed through J. Walter Thompson Co.

Mr. Guenther's staff, soon to be enlarged, includes Henley Hill as Portuguese announcer, and the following Spanish announcers: Aristides Nodarse, Roberto Riancho, Demetrio Cadargas, Emetero Gonzaeles, Jose Wayne and Concha Gandia.

WNYC, New York municipal station, is carrying CBS broadcasts of the national tennis tournaments at Brookline, Mass. and Forest Hills, N. Y. during August and early September, because WABC, New York station, has no time available.

CBS Given Authority For International Outlet, Plans Shortwave Center

AS PART of its plan to centralize its international shortwave broadcasting facilities, CBS on Aug. 22 was authorized by the FCC to erect a new 50,000-watt outlet at Brentwood, Long Island, to operate with A3 emission on 6060, 9590, 11830, 15270, 17830 and 21520 kc. The station will operate in addition to the network's WCBX at Wayne, N. J., which will be moved to Brentwood, eventually taking over the frequencies now allocated to WCAB, 10,000-watt shortwave adjunct of WCAU, Philadelphia, which will be abandoned.

The new station will share 6060, 9590 and 21520 kc. with WCAB until the latter is discontinued. It will also share 11830 and 17830 with WCBX and 15720 with WLWO, Crosley station near Cincinnati. CBS plans to operate one station beamed toward Latin America and the other toward Europe.

Although the FCC is encouraging, with State Department approval, the construction and modernization of shortwave outlets and is requiring all to operate with a minimum of 50,000 watts power by Jan. 1 next, the Commission at first set the CBS application for the new station for hearing at the insistence of one commissioner. Upon the return of Chairman Fly from the West Coast Aug. 19, he urged reconsideration and immediate grant and his colleagues voted with him.

WPIT Move to Boston

WESTINGHOUSE'S international shortwave station WPIT, Pittsburgh, will shortly be moved to Boston as one of the steps being undertaken to improve transmission to Latin America. This announcement from Lee B. Wailes, manager of Westinghouse radio stations at Philadelphia headquarters, indicated that, while no definite date had been set for the transfer, shortwave broadcasts on WPIT's six frequencies will be heard from the new location sometime this fall. WPIT is beamed on Latin America during 13 hours of its present 16-hour broadcasting day. F. P. Nelson, director of shortwave activities, is rebuilding the program structure and adding specialized personnel.

Two Sign War News

TWO NEW SPONSORS have been signed for *News of the War* on WABC, New York, CBS program which continues sustaining five times weekly over the rest of the network, 10:30-10:45 p.m. Manufacturers Trust Co., New York, starts sponsoring the program Sept. 17, Tuesdays and Thursdays. Ludens Inc., Reading, Pa., takes it the other three week days for cough drops. Agency for Manufacturers Trust is McCann-Erickson, New York; for Ludens, J. M. Mathes, New York.

Gen. Mills Serial Returns

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 30 starts *Jack Armstrong, the All-American Boy* on 18 NBC-Red stations east of Chicago. The shows will be heard Monday through Saturday, 4:30-4:45 p.m. CST, and will originate in Chicago. Contract for 26 weeks was set by Knox Reeves Adv., Minneapolis.

Selling springboard _of the Carolinas

WBT-land is as unusual as WBT itself. Its 3,000,000 people are perfectly divided between industry and agriculture to form an almost evenly-balanced earning power. 5500 busy mills paying out $250,000,000 in wages yearly...in addition to the wealth of rich, diversified farm crops. And every competent study shows that this is a one-station market...an exclusive WBT market.

OUT of a very full hat we pick three case histories of WBT clients who found WBT the shortest distance to profitable sales in the Carolinas.

★ One, a drug concern, started off gingerly, about two years ago, with a small radio budget of only $50 per week. Sales boomed, the budget was increased regularly, is now $744 weekly... or up 1388%!

★ Two, another drug house, tried WBT-selling two years ago at $50 per week, now invests $225 per week in WBT facilities... or up 350%!

★ Three, a radio set manufacturer, jumped from a small budget of $42 weekly in 1938 to $268 weekly in 1939-40... or up 538%!

There are no two ways about it, WBT—offering the only single station coverage of the 65-county heart of the South's best-balanced market—is the *selling springboard* of the Carolinas. No single station or group of stations in this market can anywhere near duplicate WBT's selling record. *And that's what counts most when YOU have a selling job to do.*

Ask your nearest Radio Sales representative to give you many more WBT "reasons why".

WBT ★ 50,000 WATTS • CHARLOTTE, N.C.

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

MBS to Expand Hookup Carrying Baseball Classic

Meets Network Opposition in Preparing Station List

IN THE FACE of recurring opposition from NBC and CBS, MBS is putting finishing touches on its station lineup for its exclusive broadcasts of the World Series early in October under sponsorship of Gillette Safety Razor Co., Boston. According to Fred Weber, MBS general manager, there may be "a very slight increase" in the number of stations carrying the 1940 broadcasts over the total of 1939.

Although a complete list of stations signed for the broadcasts was not available as BROADCASTING went to press, it was indicated that in addition to regular MBS outlets the group includes several CBS and NBC affiliates.

These have signed despite disapproval registered by CBS and NBC headquarters in New York through telegrams to their affiliates. The two networks have made it clear, as they did in 1939, that they do not approve participation in a sponsored, exclusive MBS broadcast, reminding affiliates of the exclusivity provisions in their network contracts.

Weber Explains Stand

Commenting Aug. 22 on the NBC-CBS opposition, Mr. Weber said: "The stations have an opportunity to broadcast the World Series if they desire. Those who do are protected for service in their areas and to guard against program duplication. The network broadcasts are in the public interest, and stations certainly are acting in the public service in carrying them. The only exclusivity feature is exclusivity from the individual station's point of view." He amplified that this meant in regions not served by a Mutual outlet, the broadcast was offered to some other stations which, if it carried the programs, would be protected against duplication along with the MBS stations.

NBC and CBS officials have taken the stand that although they oppose participation on an exclusive sponsored basis, they are willing to allow their affiliates to carry World Series broadcasts on a non-commercial non-exclusive basis as they offered in 1939. Commenting on this tack, Mr. Weber observed that, to be consistent, NBC and CBS should favor cancelling various exclusive broadcast agreements they have for other major sporting events and allowing non-affiliates to carry these programs. He cited NBC's exclusive arrangement for prize-fight broadcasts and the annual Sugar Bowl football classic, along with the CBS Kentucky Derby and Orange Bowl exclusives.

In a statement outlining its attitude on the World Series affair, CBS stated to BROADCASTING: "CBS has offered to contribute its facilities, without charge, for broadcasting the 1940 World Series games on a non-commercial, non-exclusive basis, just as it offered to carry the 1939 World Series, in order to provide the fullest possible service to all its affiliated stations and to the listening public."

HOW TO WIN CONTESTS

Unique Feature on WTIC Conducted by Woman Who Won 64 of Them Herself

By J. F. CLANCY
Sales Promotion Manager
WTIC, Hartford

MEET Mrs. A. Sherman Hitchcock, a clever American woman who resides at 46 Pleasant St., West Hartford, Conn.—and who is making the listeners of WTIC "contest conscious." For the last few months she has been presenting a series of 15-minute afternoon interviews on *How To Enter Contests and Win.*

Mr. Clancy

In each program, Mrs. Hitchcock calls to the attention of listeners all new radio contests that are beginning on WTIC that particular week. She gives the name of the sponsor, the product advertised and some little advice on how to prepare entries.

Already Mrs. Hitchcock has a contest club of more than 500 members, all women—and her mail is growing rapidly. Most of her letters ask for some formula for winning contests. Each communication is personally answered by Mrs. Hitchcock herself and some advice is given.

Brings Winners to Mike

Since beginning her WTIC series, Mrs. Hitchcock has brought to the microphone three women—winners in national contests—none of whom had ever entered a competition before. The first was Mrs. James F. McCarthy, of East Hartford, a member of Mrs. Hitchcock's contest club. She was the winner of a Pontiac car, 1,000 gallons of gasoline and $100 in cash, for telling Procter & Gamble in twenty-five words how she used Ivory Flakes in the care of her baby's clothes. Three weeks later Mrs. Chester C. Hoxie, also of East Hartford, and in fact living within a few blocks of Mrs. McCarthy, received a telegram one evening telling her that Procter & Gamble liked her 25-word description of the important part that Ivory Flakes play in the Hoxie household. Mrs. Hoxie's prize was the same as that of her neighbor, Mrs. McCarthy. Another winner who had never filled out a contest blank was Mrs. Frank H. Frissell, Jr., of Middletown, Conn. Mrs. Frissell was brought to the microphone and presented with a chest of Rogers Silverware, a winning prize of Armour's *Your Treat* program. The presentation was made by Edward McAuley, sales manager of Armour's Hartford branch. Several other women in Mrs. Hitchcock's contest club were listed among the winners of minor prizes in this same competition.

Judging from the list of successful contestants now on file, Mrs. Hitchcock has enough to insure her of a series of radio interviews for some weeks to come.

How Anyone Can Win

According to Mrs. Hitchcock, it does not require any special training or exceptional education to win a contest. "I receive many letters," to quote from one of Mrs. Hitchcock's radio scripts, "in which the writer states that she has little chance of winning because of a limited education. Well, to these people I would say—you should have no such feeling or fear in expressing your ideas on any product you like. If you were telling a friend or a neighbor about it, would you feel any way embarrassed? Then tell the judges in the same way—for the simply worded and constructive entry captures the major prizes. You see, it is the idea that wins the judges' favor. The point you make should indicate clearly that you have used or are using the product, and that in some specific way it is helping you. Avoid sending an entry that tells of the product in just a general way. That is more like writing a testimonial. The sponsors don't want to hear practically the same thing they are telling you in their advertisements or over the radio. They want individual, personal opinions of women in all parts of the country who in their homes are using the product and buying it because there is some certain reason why."

Until four years ago, Mrs. Hitchcock herself had never entered a contest. She started from scratch—the scratch of a pencil—and in that period she has won 64 prizes, ranging from boxes of candy and cash to two winter cruises, one to Bermuda and the other to Nassau. All told, her cash winnings have reached well over $1,000—while her grocery awards have added considerable variety to the Hitchcock menu.

While contests with Mrs. Hitchcock are more or less of a hobby, she has a decided flair for writing. For twelve years she edited a department for women in the New England magazine *Automobile*. She has written articles for *Spur*, well-known sports publication, and many of her contributions have appeared in *Vogue*.

RUTHRAUFF & RYAN, agency handling the Penn Tobacco Co. *Vox Pop* program, sent its program director, Nathan Tufts, along with Parks Johnson and Wally Butterworth to the recent Days of '76 celebration at historic Deadwood, S. D., and through arrangements made by James Gies, WNAX, Yankton, the program was piped to CBS. Here on the scene (l to r) are Mr. Tufts; Abner George, announcer; Ed Rentz, Indian Custodian and Chief Little Turnip; kneeling are Johnson and Butterworth.

California Utility Firms Plan Appliance Drives

ELECTRIC APPLIANCE Society of Northern California, San Francisco, on Sept. 10 will start a 20-day radio campaign on 14 stations in Northern California, KPO KGO KSFO KFRC KJBS KLX KRE KQW KFBK KWG KHSL KIEM KDON KSRO. Announcements will be used as well as five-minute participations in home economics programs. The campaign will include newspaper space and special dealer displays and contests.

The Gas Appliance Society of California, San Francisco, is currently mapping a radio campaign over a list of stations for October on behalf of new gas ranges. Details or stations to be used have not definitely been decided. Both accounts are handled by Jean Scott Frickelton Adv. Agency, San Francisco.

Oil Firm Ends Test

EAGLE OIL & Refining Co., Los Angeles, new to radio, in a 30-day test ended Aug. 30, used approximately 200 transcribed one-minute announcements weekly on 13 California stations, KFI KRKD KGFJ KIEV KFOX KVOE KFSD KFXM KERN KTKC KARM KGDM KVEC, and XEMO, Tia Juana, Mexico. Firm contemplates using radio during the coming season and is planning its 1941 advertising budget accordingly. General Adv. Agency, Los Angeles, has the account, Guy Brooks account executive.

SIGNATURES of 100,000 Ohioans were secured on petition that Jack Graney, sportscaster of WHK, Cleveland, be assigned the MBS announcing job for the Gillette-sponsored World Series on that network. Final decision is up to Judge Landis, commissioner of baseball.

"Yes, we have 14 accounts using 53 programs and spots each week on WSM . . . that's about the best recommendation I can give you in a few words."

"Well, your time buyers know what they're doing so we'll put WSM to work for our newest client. You know WSM doesn't cost . . . it pays."

Fireside Room in the Advertising Club, New York . . . The favorite eating place of many advertising executives.

Also very popular with the advertising profession is the Restaurant Mayan in Rockefeller Center.

WSM — Air Castle of the South — 50,000 Watts — Clear Channel

NASHVILLE, TENN. HARRY L. STONE, Gen'l. Mgr.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

New York Television Stations Adapting Plants to New Bands

Regular Operation Expected by First of the Year When New Standards May Be Operative

WITH all New York visual broadcasters constructing or reconstructing their plants preparatory to going on new frequencies, it appears likely none will return to regular operation until the first of the year, when it is expected some agreement on television standards may be reached. Although it is by no means certain any definite agreement will be reached by that time, the National Television Systems Committee has set Jan. 1 as a tentative date for the application of revised standards.

The NTSC, organized July 31 by Radio Manufacturers Assn. in cooperation with the FCC [BROADCASTING, Aug. 15], held a meeting of its various panel chairmen Aug. 21 in New York. The purpose was to crystallize aims of the committee and review the problems of each panel group, according to Chairman W. R. G. Baker, of General Electric Co.

Bond Geddes, RMA executive vice-president, announced Aug. 28 that meetings of eight of the nine television panels would meet at the Hotel Roosevelt, New York, as follows: 1 and 3, Sept. 3; 4 and 5, Sept. 4; 6 and 7, Sept. 5; 8 and 9, Sept. 6.

Committee Completed

Membership of the industry committee has been completed with appointment of three additional members by A. H. Knowlson, RMA president. They are Ray H. Manson, representing Stromberg - Carlson Telephone Mfg. Co.; Dr. Ralph Brown, Bell Laboratories; Paul R. Raibourn, Television Productions Inc., New York, a Paramount Pictures subsidiary. The industry committee and individual panels, or subcommittees, are working in cooperation with the FCC through Chairman Fly and Chief Engineer E. K. Jett.

Among changes and additions announced Aug. 19 is the appointment of B. Ray Cummings as chairman of the panel on transmitter characteristics in place of Philo T. Farnsworth, and a personnel roster of the panel on coordination of transmitters and receivers, of which I. J. Kaar, of GE, is chairman.

Although no statements have been forthcoming on whether any metropolitan telecaster will resume program service earlier than Jan. 1, when the FCC may give the go-ahead to commercial television, it does not seem likely any will do so. Both NBC and CBS are reconstructing and adapting their equipment for operation on the newly-allocated Television Channels 1 and 2, respectively. Program activity necessarily has decelerated.

DuMont Antenna

DuMont Laboratoris on Aug. 26 started erecting a 140-foot antenna atop the 42-story building at 515 Madison Ave., New York, site of its new 1,000-watt transmitter. The entire 42d floor of the building is to be remodeled to provide space for transmitter operations, along with some studio accommodations. It is expected the new DuMont transmitting equipment, broadcasting a 625-line 15-frame image, will be installed starting early in September, with preliminary tests probably starting some time in October.

The DuMont plan includes utilization of the Astoria studios of Paramount Pictures as a mammoth production studio. According to present plans, pickups from the Astoria lot will be relayed via shortwave directly to the Madison Ave. transmitter, which enjoys a virtually unimpeded line-of-sight to the Astoria lot. Before shutting down preparatory to the new installation, DuMont operated at the Madison Ave. site with a 50-watt transmitter transferred from its original site at Passaic, N. J.

Apart from conversion of present transmitters to new frequencies, receiver manufacturers must make certain changes in the sets themselves to accommodate the revised facilities. Although present sets will receive emissions up through the old Channel 5, they must be reconstructed to accommodate the new frequencies, particularly since the former Channel 1, 44-50 mc., was given over to FM. This likely will take some time, and it is felt that some agreement on standards will be necessary to prevent additional revamping in the near future.

Panels and Chairmen

Nine panels or subcommittees of research and technical experts have been appointed, the chairmen and functions being designated as follows by Chairman W. R. G. Baker of the NTSC:

Panel 1 (System Analysis). Chairman: Dr. Peter C. Goldmark, CBS. Scope: Analysis of foreign and proposed American television systems.

Panel 2 (Subjective Aspects). Chairman: Dr. A. W. Goldsmith. Scope: Influence of psychological and physiological factors in the determination of television system characteristics.

Panel 3 (Television Spectra). Chairman: J. E. Brown, Zenith Radio Corp. Scope: Consideration of sound and picture channel widths and locations.

Panel 4 (Transmitter Power). Chairman: E. W. Engstrom, RCA Mfg. Co. Scope: Consideration of transmitter power ratings, modulation capabilities and the relation between power requirements of picture and sound channels.

Panel 5 (Transmitter Characteristics). Chairman: B. Ray Cummings, Farnsworth Television & Radio Co. Scope: Consideration of essential system characteristics of the transmitter (signal polarity, black level etc).

Panel 6 (Transmitter-Receiver Coordination). Chairman: I. J. Carr, General Electric Co. Scope: Consideration of essential factors requiring coordination in the design of receivers and transmitters (sideband distribution, audio preemphasis etc.).

Panel 7 (Picture Resolution). Chairman: D. E. Harnett, Hazeltine Corp. Scope: Consideration of factors influencing picture detail (aspect ratio, frame frequency, interlace, line density etc.).

Panel 8 (Synchronization). Chairman: T. T. Goldsmith, Allen B. DuMont Laboratories. Scope: Consideration of methods and means of accomplishing synchronization.

Panel 9 (Radiation Polarization). Chairman: David B. Smith, Philco Radio & Television Corp. Scope: Consideration of factors influencing choice of the polarization of the radiated wave.

CBS has applied to the FCC for a new television station in Chicago, to operate with 1,000 watts on Channel No. 3 (66-72 mc.).

MORE THAN 11 million feet of motion picture film has clicked through this W2XAO, Los Angeles, television projector, Harry R. Lubcke, Don Lee television director (left), explains to James L. Fly, chairman of the FCC (center), while Lewis Allen Weiss, vice-president and general manager watches. Mr. Fly's visit marked the first time an FCC chairman had inspected Don Lee Network television research activities on the Coast. The chairman was interested in the quick work by Don Lee television staff in adapting the W6XAO transmitter to 525-line television on Aug. 5 without causing loss of more than two nights of programming. W6XAO is currently on a 14½-hour weekly schedule of televising.

Fly Impressed by Tour of Movie Lots, Suggests Merging of Their Facilities

AFTER touring three of Hollywood's movie lots, Chairman James Lawrence Fly of the FCC believes that the motion picture industry and the radio industry should merge their television facilities.

Speaking at his press conference Aug. 26, Chairman Fly said he had forgotten at his previous conference to tell about his visit to the big movie studios during his recent West Coast tour. He visited the studios, he explained, with the idea of studying television and its impact on the movies.

After touring the lots, the chairman said, he reached the conclusion that "we have laid too little emphasis on the production end of television without appreciating all that the movie people have to offer from that point of view." He explained that he was deeply impressed by the engineering equipment and technique of the movies.

Full of Furniture

Among surprises, he said, was the discovery that sound is not recorded at the same time as the pictures. He explained how sound effects from the laboratory as well as music and other background noises are blended. Equally impressive to him was the vast amount of properties and furnishings. "Why, they have more furniture than the biggest department store in Washington," he said.

Reviewing his reactions to the glamour of the huge Hollywood lots, he said he was led to the thought that they have "tremendous equipment, personnel, technique and other facilities that can be thrown into television production. If there's anybody has the complete layout for television production, I think those people have it." Their facilities should be more actively brought into play, he suggested.

Movie interest in television would be "productive", Mr. Fly stated and suggested that motion picture and radio facilities for television should be merged. The movie people want to work it out, he added.

Asked if he believed that the motion picture studios would take a more active interest in television as a result of his tour of the lots and his discussions with studio executives, the chairman replied that he "certainly hoped so".

Crosley Video Grant

A NEW television station for Cincinnati was authorized Aug. 28 by the FCC in granting the application of the Crosley Corp., owners of WLW and WSAI for assignment to Television Channel No. 1 (50-56 mc.) with 1,000 watts oral and visual power. The initial cost is expected to exceed $100,000. The station was given an experimental grant, and is among the applications tentatively approved last June subject to proper showing of programs of research and development. Crosley intends to develop a transmitting system in which 30 frames per second interlaced, will be employed with 441 and 507-line as well as intermediate transmissions. Also contemplated is research on wave forms and experimentation with various types of antennas.

White Labs on 70

WHITE LABORATORIES, Newark, during the second week in September will start its annual fall campaign for Feen-a-mint, using five to six spot announcements weekly on about 70 stations throughout the country. Agency is Wm. Esty & Co., New York.

yours truly
NORMAN ROSS
WENR's new participation hour, featuring Chicago's famous, friendly salesman, Norman Ross, in his own program of entertaining recorded music, insures maximum results from a minimum expenditure.
Norman Ross will apply his unique ability—gained from years of successful selling of diversified products in the great Chicago market—to non-competitive items in fifteen-minute units, three or six times a week, at a price that will fit limited budgets.
Phone or write for detailed information about "YOURS TRULY—NORMAN ROSS" with the assurance
YOU GET More FOR LESS on
WENR
CHICAGO KEY STATION NBC—BLUE NETWORK
870 ON YOUR DIAL
NBC

Network Proposal Studied by AFRA

Action Likely to Be Speeded After Talent Convention

FOLLOWING protracted dickering between network representatives and the American Federation of Radio Artists, further negotiations on AFRA's proposed sustaining program code were postponed in mid-August until Sept. 4. The postponement was agreed upon to allow consideration of the networks' "final conditions" by AFRA membership at the AFRA convention in Denver, Aug. 28-31.

Concurrently, negotiations on the new AFRA transcription code also were continued to a later date, pending convention consideration of terms offered by representatives of transcription manufacturers.

Minimum Demands

Although it was indicated to BROADCASTING by Mrs. Emily Holt, AFRA executive secretary, that these terms did not meet minimum AFRA demands in the projected agreements, it is expected negotiations will be speeded up following convention action on operators' proposals. The original two-year sustaining agreement expired Aug. 12, in the midst of negotiations, but was extended until Sept. 12 [BROADCASTING, Aug. 15].

It is thought an agreement can be reached on either or both the sustaining or transcription code by that time, with indications pointing logically to a nearly concurrent agreement on both.

Despite the declaration by Mrs. Holt that the AFRA negotiations on the sustaining and transcription codes would proceed independently to solution as soon as possible after the convention, it was observed in some quarters that negotiations may be affected by several extraneous factors. Among these are the ASCAP-BMI fracas, which conceivably could result in increased activity for actors and artists if music content of program schedules were diminished, and the approaching expiration on Feb. 12, 1941, of the AFRA commercial program agreement with the networks.

Mrs. Holt stated to BROADCASTING that AFRA neither "foresees" nor "considers" increased talent activity resulting from the BMI-ASCAP situation in its negotiations for the sustaining and transcription codes. As for the latter, she explained, the agreement provides for renewal negotiations to start 60 days before expiration of the commercial contract, or Dec. 12.

'Marriage Club' on CBS

CONTINENTAL Baking Corp., New York, on Sept. 7 starts sponsoring on 47 CBS stations *Marriage Club*, a current CBS series with Haven Macquarrie as m.c., in the interests of Wonder bread. Program replaces Continental's *Sky Blazers*, which ends Aug. 31, on the same number of stations at the same time, 8-8:30 p.m. (EDST) with a rebroadcast at 10 p.m. Listeners are requested to send in answers to serious and humorous questions on marriage asked by Macquarrie and in addition, four or five couples are brought to the microphone and quizzed. Benton & Bowles, New York, handles the account.

Stations Devote Facilities to Public As Hurricanes and Floods Hit South

WITH hurricane and flood striking in mid-August at various points along the South Atlantic Seaboard and Gulf Coast, particularly around Charleston, S. C., radio stations in the affected and neighboring territories established new records in public service broadcasting. Although the Charleston stations, WCSC and WTMA, managed to furnish intermittent emergency service [BROADCASTING, Aug. 15], neighboring stations also aided in bringing news from the isolated areas. Stations in the interior of the country also responded when floods broke out.

Before the hurricane set upon Charleston with its greatest intensity, WCSC enjoyed the use of its broadcasting facilities with spasmodic interruptions due to weather conditions. At 9:45 the power at the transmitter failed. About 45 minutes later the power at the studios also failed, leaving little hope for the chance of future broadcasting activity till the storm should subside.

However, Phil Sutterfield, announcer, had been previously advised by the Weather Bureau of the approaching bedlam and managed to give two or three warnings to the audience.

Shortwave Unit Used

Upon leaving the air a conference was held among General Manager John M. Rivers, Announcers Russ Long, Phil Sutterfield and Jim Carroll, and Engineers Jim Weaver, Raleigh Waters, Blair Jones and Ed McGinly. It was decided to try using the 1360 kc. crystal in the shortwave transmitter WEOY. It worked, to the credit of the engineers. The studio was called and WCSC through WEOY, deriving all its power from batteries, was on the air. It remained on the air throughout Sunday and Sunday night directing safety measures and refugee work and conveying messages for a stricken and worried people—the only contact marooned Charleston had with a safer outside world.

Early Monday morning, since the storm had passed, WTMA was supplied with full power facilities and resumed operation. WCSC recovered its power approximately 12 hours later. Inasmuch as the storm was over and the danger passed, WCSC decided to remain off the air until full facilities were restored, buying spots on WTMA to announce that its service had been resumed.

WIS, Columbia, claimed one of the first network originations of an eye-witness account with an NBC-Blue pickup at 1 p.m. Aug. 12. Marybelle Higgins, of the WIS program staff, and Allen Bonner, United Press bureau manager in Columbia, on Aug. 11 drove to Charleston for first-hand observation, and the following day Miss Higgins and Mr. Bonner were interviewed by Allyn Corris, WIS chief announcer, on NBC-Blue.

Savannah Pickup

The first network origination from the hurricane area, an 11-minute coast-to-coast program on NBC, was arranged by WSAV, Savannah, Ga. Broadcast at 12:45 a.m., Aug. 12, the program afforded an eyewitness account of the havoc created in Savannah. Noting high winds and hurricane warnings from the U. S. Weather Bureau, WSAV broadcast emergency announcements during much of Aug. 11, until the hurricane actually struck between 2 and 3 p.m., silencing both WSAV and WTOC, which also was active in broadcasting warnings.

Announcing staffs stood by while engineers cooperated with the local power company to repair the broken power line to the WSAV transmitter. The power line was repaired at 9:40 p.m., with the engineering staff wading through water surrounding the transmitter. A full emergency service was started and Harben Daniel, WSAV manager, offered WSAV's services for the NBC pickup. During its emergency operation, WSAV completely abandoned its commercial schedule and devoted its entire efforts to broadcasting emergency announcements and helping direct relief work.

Among radio people claiming scoops also was Charles Pointel, news commentator of WFIG, Sumter, S. C. Before leaving Charleston at 3 a.m., Aug. 12, he interviewed several hurricane victims at the Francis Marion Hotel, using this material on his 7 o'clock news broadcast that morning.

WCOS, Columbia, S. C., sent a special events crew—Olin Tice, program director, Fred Maness, announcer, Bill Bochman, engineer—to Charleston. Arriving at 3 a.m. Aug. 12, after the worst of the blow had subsided, the WCOS crew made a hurried survey of the damage and inquired about casualties. After several hours they returned to Columbia, since no telephone wires were available, and from WCOS studios gave an early morning account of the disaster. Thereafter newscasts were made every hour, interspersed with special bulletins.

WISE, Asheville, N. C., claims a scoop in local flood coverage when Bill Chambers and Zeb Lee borrowed a police boat to reach a warehouse in the middle of the inundated area. Their report was fed to the station by telephone, without benefit of any remote equipment, and broadcast off the telephone line.

Gulf Crises

In another locale, WGCM, Gulfport, Miss., had its hands full with a hurricane and bank robbery at the same time. With the hurricane approaching, the station broadcast warnings to small craft on Gulf waters, including the famous Biloxi fishermen's fleet, part of which was 500 miles out in the Gulf. The station broadcast directions for missing the worst part of the storm, and maintained 24-hour telephone service while off the air.

As the hurricane blew in, two bandits held up a bank in Wiggins, 50 miles away, and escaped after shooting a bank guard. WGCM broadcast an alarm and later Sheriff R. C. Edwins utilized WGCM facilities to trace the flight of the bandits for his deputies and for Louisiana and Alabama officers who had joined the man-hunt. After a two-day search, the pair was located and arrested in Biloxi, Miss.

When the Holston River reached flood stage Aug. 14, the staff of WKPT, Kingsport, Tenn., scrambled from their beds at 3 a.m. to assist in directing local evacuation operations. The flood waters reached an all-time high of 22 feet and caused $50,000 damage in the community, greatest flood damage in 39 years.

CANDLE LIGHT and flashlights enabled the staff of KVOA, Tucson, Ariz., to carry on when the city's power failed during a heavy cloudburst. The station had to go off the air but, believing that there were enough portable and battery radios in use to justify a broadcast, Arizona Ice Co. insisted that its show go on. A gasoline generator was impressed into service, but there wasn't enough juice for lighting as well as transmission. So this is how the staff did it (l to r): Lester Farber, production director; Bess Farber, Jimmy Powell, Lisa Coleman, Ed Coleman, Andy White, Matt Lemen during their hour of trial.

'Broadcasting' Errs

Jack Neil, manager of KPAC, Port Arthur, Tex., takes issue with a statement in the Aug. 15 BROADCASTING reporting the hurricane service provided by stations in that region. "We did not lose our towers," Mr. Neil states. "We lost but one tower. KPAC was not thrown off the air until the center of the storm had passed. KPAC stayed on the air all Tuesday night and was in touch with the Weather Bureau hourly." Mr. Neil says many letters of praise for KPAC's public service were received from the Weather Bureau, civic and public officials. Not a single KPAC employe left his job during the most severe hurricane that has struck that region, he adds.

MORE POWER FOR YOU!...NOW BUILDING!

5000 WATTS

DAY | and | NIGHT

ONE-STATION COVERAGE OF SOUTH FLORIDA MARKETS

WIOD

MIAMI

NBC • RED ★ 610 K. C.

ANPA's Charges Rebutted by NAB

Kirby Says Wrong Impression Gained From Vote Slogan

TO THE CHARGE in a bulletin by the American Newspaper Publishers Assn., that the NAB's current *Listen Before You Vote* promotion is "an advertising campaign, pure and simple, designed to benefit the radio broadcasting industry," Ed Kirby, NAB director of public relations, on Aug. 26 asserted that the ANPA is really "fighting little boogey-men."

The ANPA devoted its Aug. 14 bulletin to reflection upon the NAB campaign, declaring it has as its basis the cooperation and assistance of newspapers and advising publishers to "decide whether they are going to give support to this advertising campaign of the broadcasters." The bulletin called particular attention to the line in the NAB poster stating, "Check Your Newspaper for Time."

Each Has Its Field

Mr. Kirby, who was largely responsible for the first ANPA-NAB conference two years ago to bring about better relations with the press, made the following statement:

"Apparently our ANPA friends have not read our annual report. About press-radio relations the NAB has stated its position: 'The NAB's position has always been that if radio makes news it should be treated in the news columns accordingly. And in this category it places the listing of radio schedules as a reader service beyond question. But newspaper publicity is not what we sell the advertiser.

" 'Broadcasting's economic justification is in its ability to reach the ears of buyers intimately and immediately via radio, not through newspaper columns. Obviously the counterpart is that the newspapers' economic justification is their ability to reach the eyes of buyers regularly and effectively. Neither press nor radio can be sold at the expense of the other for long. Each has its field of service. Selling a medium on the basis of what some other medium won't or can't do—and not upon what you can and will do—is poor selling.'

"The current release from the ANPA infers that broadcasting, in its healthy effort to capitalize on one of its acknowledged great drawing cards—the color and drama and importance of political utterances delivered through radio by the candidates themselves—we are endeavoring to promote the medium at the expense of the press. This evidently springs from a misinterpretation of a line across the bottom of the *Listen Before You Vote* poster which reads, 'Check Your Newspaper for Time.'

Much Ado

"We suggest that the alarmed gentlemen who wrote the ANPA bulletin re-read that bottom line. It means extra business for every paper—extra lineage in spotlight ads, in political announcements—"when and where to listen" notices—extra lineage, all made possible because some candidate and his opponent are going to speak over the local radio station.

"This sounds like pretty good promotion to us, all the way round. You don't need a newspaper to make people listen to radio—but it helps.

"You don't need a radio station to make people buy a newspaper, but it helps.

"What's all the fuss about?"

"As a matter of fact that line 'Check Your Newspaper for Time' was deliberately put there because we thought it would help bring about better press-radio relations in a very practical way. We have reason to believe that the boys in the business office think so."

NOT AIR WAVES but water waves form the background for these smiling "three men on a boat." They are (l to r) Val Clare of Windsor's CKLW, Windsor; Stan Schultz of WCAR, Pontiac, Mich., and Stan Brams, Transradio Press' Detroit bureau chief. The occasion was the steamer trip from Detroit to Nash Motors' Old Club Press Preview of the Nash "600" entry into the Ford, Chevrolet and Plymouth class.

All-Canada Takes Over CJRC, CJRM, Revamping Its Operations in Manitoba

By JAMES MONTAGNES

AN IMPORTANT change in management and operation of several Canadian stations went into effect Sept. 1 when All-Canada Radio Facilities, Harold Carson, president, took over management and operation of CJRC, Winnipeg, and CJRM, Regina. At the same time All-Canada dropped management and commercial operation of CKY, Winnipeg, and CKX, Brandon, Man. The switch takes the Carson company out of commercial operations of the Manitoba provincial government-owned stations and places it in the operation of newspaper-owned stations of which the company already operates several in western Canada.

Personnel Shifts

Announcement of the changes, given BROADCASTING in Toronto Aug. 24 by Harold Carson and Guy Herbert, Toronto manager of All-Canada, included a list of changes in personnel of these and other Carson-operated stations.

F. H. Elphicke, manager of CJCA, Edmonton, goes to CJRC, Winnipeg, as manager. Percy Gaynor, commercial manager of CKY, Winnipeg, and Winnipeg manager of All-Canada office there, retains the latter post and becomes commercial manager of CJRC. Vic Neilsen, general manager of CJRC and CJRM, formerly of CFCF, Montreal, becomes manager of CFAC, Calgary, with Gordon Henry, manager of CFAC, going to the managership of CJCA, Edmonton.

The switch in management and operations in CJRC and CJRM is the second for these stations in less than six months, the two stations having been bought in April [BROADCASTING, May 1], by Victor Sifton, western newspaper publisher, from the James Richardson estate. Purchase of CJRM gave the Sifton interests ownership of both stations in Regina, as CKCK is owned by the *Regina Leader-Post*. All-Canada now operates both CKCK and CJRM.

Both stations will continue for the present to be operated separately, there being no changes announced in management. When CJRM was purchased it was unofficially understood that at some future time the license would be transferred to give the Sifton interests a station in Saskatoon, Sask., where they have a newspaper, *Saskatoon Star-Phoenix*.

All-Canada had managed the commercial operations of CKY and CKX for the last four years. CKY, till 1937, was the most powerful station in Canada.

The change gives All-Canada the control of the radio stations of Canada's two largest newspaper chains, the Sifton and Southam publications. Prior to Sept. 1, All-Canada operated the Southam-owned stations—CFAC, *Calgary Herald* and CJCA, *Edmonton Journal*. The Sifton interests owned CKCK, *Regina Leader-Post* and CJRC, *Winnipeg Free Press*.

Dr. Fahrney Schedule

DR. PETER FAHRNEY & Son Co., Chicago (tonic medicines), on Oct. 7 will start a series of daily one-minute transcribed announcements on stations to be selected in Chicago, St. Louis, Minneapolis, Detroit and Milwaukee. Foreign-language programs will be used exclusively. In addition, the weekly quarter-hour *Sunbeam Show* of music and philosophic talks currently running on WHO, Des Moines, and WOC, Davenport, Ia., will be expanded to thrice-weekly on the same date. United Adv. Companies, Chicago, handles this account.

Canada Retaining Sponsored News

No Change Until End of Year; New Proposal Is Drafted

SPONSORED newscasts as at present, with no commercials in the body of the news, remain on the Canadian air until Dec. 31, 1940, according to a promise given at Ottawa Aug. 20 by the Canadian Broadcasting Corp. board of governors to the Canadian Assn. of Broadcasters. After Jan. 1, 1941, a new plan will go into operation, a plan which has not yet been announced but which the board assured the CAB "would be satisfactory to the private broadcasters and would meet objections which they had made".

The CAB was represented by Harry Sedgwick, president, CFRB, Toronto; R. M. Brophy, CFCF, Montreal; Guy Herbert, All-Canada Radio Facilities, Toronto; and Joseph Sedgwick, CAB counsel, Toronto. They met with the board Aug. 19, at which time the CAB presented its brief. At the same meeting the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies presented briefs favoring continuation of sponsored newscasts on private broadcasting stations.

First Plan Rejected

The CBC board presented the CAB with a proposal for newscasts which would permit only institutional sponsored newscasts, with a standardized announcement "Through the courtesy of . . .Station . . . presents . . . news as a service to its listeners".

The CAB turned down this plan and the board adjourned until the following day to give CAB a chance to draft a memorandum on the plan. The CAB met with the representatives of the advertisers and agencies and western broadcasters in Ottawa for the occasion, and drew up a memorandum pointing out objections. After a 2½-hour meeting with the board Aug. 20 the CBC board chairman, Rene Morin, asked the CAB to meet with CBC officials and draw up a plan suitable to needs of private broadcasters which would also meet the CBC board plan.

The plan drawn up allows sponsored newscasts with only institutional anouncements, but with spots before and after the newscast. This plan was then discussed with Maj. Gladstone Murray, CBC general manager, and two CBC board members, at which time the CBC representatives stated the CBC board had made its decision but certain matters had to be ironed out before it could be made public. It is understood that approval by the Canadian Press was sought, or failing this, the Canadian Press would be told by the CBC board that the plan would be carried out irrespective of approval. (The Canadian Press is understood to have applied the pressure which brought tbout the sponsored newscast friction.

Whether the plan which the CAB and CBC officials have drawn up is the one that will go into effect after Jan. 1, is not yet known. The plan calls for only Canadian Press and British United Press services, eliminates Transradio Press from the proposed national news service, but allows for its use by private stations.

A World-Wide "Good Neighbor" Broadcast Service

THE PICTURES on this page take you on a quick, brief trip through the International Division of NBC which is daily responsible for 16 hours of short-wave broadcasting to 82 countries the world over.

Operating two high-powered stations, NBC International broadcasts in six languages, sending unbiased news through the air, every hour on the hour —and during the 45 minutes between news periods, offers top-notch programs of classical and contemporary music . . . new discoveries in arts and sciences . . . international sporting events . . . and many other features.

This NBC service to all the world helps to win world-wide respect and friendship for our own nation—and in that way NBC believes it is once again putting radio to work in the American public interest.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A Radio Corporation of America Service

A staff of 40 members is responsible for the success of NBC International broadcasts. Guy H. Hickok, shown here, has spent 15 years in foreign countries collecting and disseminating news. Three men with an accumulated experience of 47 years as foreign correspondents sift and judge material to be broadcast. Eighteen other key members of the staff have spent a total of more than 300 years working in foreign countries.

NBC International literally "goes to press" by keeping a minute-by-minute bulletin service on the air. Hence Mr. Hickok, Program Director, and Hudson Hawley, News Editor, are constantly kept on their toes as Associated Press news and stories from many other sources throughout the world come tumbling in on the automatic printer. Mr. Hawley has a background of 22 years as foreign correspondent.

"Purely personal" is the name NBC has given to the display at the rear of this picture. Here are mounted several thousand snapshots of listeners in foreign lands. They not only send "snaps" of themselves, but their families, their homes, their receiving sets, their hobbies and pets as well. This evidence of friendship, however, is not extended exclusively to NBC—but to all America.

Testimony to the popularity of NBC's International programs is graphically illustrated here. Occupying one whole wall of the press room is an exhibit of audience mail envelopes bearing canceled stamps from 82 countries. Much of this mail was sent by air, special delivery, or registered—proof of outstanding listener enthusiasm for programs—proof that NBC's "Good Neighbor" Broadcast Service is literally world-wide.

TO KEEP ABREAST of the latest in radio developments, this group of NBC division engineering heads gathered in the Radio City office of O. B. Hanson, NBC vice-president and chief engineer, after spending the week of Aug. 19-23 touring NBC and RCA plants in New York and Camden, inspecting the newest in equipment and techniques. Gathered around Mr. Hanson (seated) are (l to r) George McElrath, operating engineer; G. O. Milne, eastern division engineer; S. E. Leonard, WTAM, Cleveland; A. H. Saxton, West Coast division engineer; H. C. Luttgens, central division engineer, Chicago; C. D. Peck, San Francisco engineer in charge; B. W. Cruger, operations supervisor, WGY, Schenectady; R. H. Owen, assistant manager and engineer in charge, KOA, Denver; A. E. Johnson, WRC-WMAL, Washington.

Scramble Begins For 690 kc. Clear

50 kw. Station Is Sought in Tulsa by Fred Jones Group

A BATTLE-ROYAL for assignment on the 690 kc. channel, which becomes available for a 50,000-watt station in Oklahoma or Kansas under the Havana Treaty, was seen with the filing Aug. 20 of an application for the facility in Tulsa by the newly-formed Fred Jones Broadcasting Co. Mr. Jones, head of the Ford distributing agencies bearing his name in Tulsa and Oklahoma City, is serving as a dollar-a-year man under the Advisory Commission on National Defense as an expert on miscellaneous equipment.

The 690 kc. assignment, under the treaty, is understood to be slated for KGGF, Coffeyville, Kan., and WNAD, Norman, Okla., which now share time on 1010 kc.—one of the channels assigned under the treaty as an exclusive Canadian wave. In addition to the Tulsa application, KOMA, Oklahoma City, also has applied for 690 kc. Other applications from Kansas are expected.

The Jones application was filed contingent upon the Havana Treaty allocations, since 690 kc. at present is a Canadian clear. The company comprises Mr. Jones, as 25% stockholder, his wife, Mrs. Mary Eddy Jones, 25%, and W. E. Hightower, Oklahoma City banker and oilman, 50%. The request is for a Class II assignment, which permits maximum power of 50,000 watts.

KVOO, Tulsa, now operating on 1140 kc. with 25,000 watts, has applied for 50,000 watts. The 690 kc. channel now is used by CFRB, Toronto, with 10,000 watts and CJCJ, Calgary, with 100 watts.

GWENN STREETON, secretary to Fox Case, CBS western division special events director, Hollywood, caught a 130-pound swordfish after a 40-minute fight during a recent fishing expedition a mile off the shores of Catalina Island, Cal. To prove her story, she had the fish brought to the studios and swordfish steaks were distributed to the staff.

Television's Eye Enters Army Games As DuMont Holds Video Demonstration

UNCLE SAM'S defending army had access to a new and powerful weapon — television — when it engaged the invading "Blacks" in mid-August during Army maneuvers in Northern New York. The first television coverage ever given the First Army war games, largest peacetime maneuver in America, was provided by Allen B. DuMont Laboratories, which sent portable transmitting equipment and a crew of 15 to participate in the Aug. 8-22 action.

Army officials exhibited great interest in the new military development as television poked its electronic eye into proceedings in the vicinity of Canton, N. Y. A practical demonstration of visual broadcasting's propensities in the military picture resulted as a mobile unit cruised in the midst of military engagements, picking up on-the-spot pictorial descriptions which were relayed to receivers installed at various official posts.

DuMont in Charge

Personally supervised by Allen B. DuMont, president, DuMont Laboratories sent a fully-equipped mobile television unit to the scene as maneuvers opened. Establishing a base on the campus of St. Lawrence U, in Canton, the 15-man crew installed a 50-watt transmitter in the physics building of the university, along with a television antenna atop one of the towers of WCAD, St. Lawrence U station. A second antenna was mounted atop a nearby chapel tower, serving as a relay link between the transmitter and the mobile unit. Coaxial cable connected the relay and main transmitter.

When the attack started a small truck carrying a complete mobile 25-watt television unit took the field, closely followed by an Army truck carrying a motor generator to supply power for the field transmitter. The mobile unit was put in operation in about the time taken to set up a newsreel camera, it was observed.

Engineers stationed in the chapel tower checked images as short-waved from the mobile unit before they went via coaxial cable to the control room in the physics building. Images were viewed by Army officials on DuMont receivers installed in Heuvelton, DeKalb Junction and Canton.

In addition to field pickups, DuMont engineers set up equipment at the message center in Canton, where umpires of the war games participated in several telecast programs. Several other programs were transmitted during the maneuvers, among them a half-hour studio show for Army officers. A dozen receivers were available at various locations through the encampment.

FM Unit Employed

Operations of the mobile television unit were directed through a two-way FM police radio installed in a scout car which made preliminary cruises in the field, spotting actions to be covered by the visual broadcast unit. Through this setup, two-way FM communication was set up between the scout car and headquarters in the physics building, with receivers also installed in the television truck and the relay unit in the college chapel for instructions to those crews. The portable FM outfit, designed for police use, was manufacturered by Fred M. Link Co., New York.

Richard L. Campbell, in charge of transmitting equipment at the DuMont Laboratories, assisted Mr. DuMont. Other members of the crew included Dr. Thomas T. Goldsmith, Charles Huffman, Will Baltin, Walter Swenson, Anthony Vitale, William Sayer, Herbert Bernard, Charles Bace, Morris Spector, Klaus Landsberg, Newton Smalley, Robert Kesller, Raymond Lafferty and Harold Beste. Col. John C. Moore, First Army Signal Officer, assisted the DuMont engineering staff.

* * *

DeForest's 'Television Torpedo'

In Chicago Aug. 25 Dr. Lee DeForest, pioneer radio inventor, disclosed that he was working on a "television torpedo plane" which he said was originated by U. A. Sanabria, president of American Television Laboratories, and which he added was being tested at the Army air field at Dayton. The plane could operate as a robot, he said, directed by a mother ship 10 or more miles away and out of danger. In it would be television scanning apparatus, operated also by radio, so that it could send back pictures of the terrain below. Cost would be slight, he said, for its apparatus would be simple and it could be made of plastic material. He estimated the television apparatus alone would cost only $1,000 to $1,500 per ship.

Wedding Televised

FIRST wedding ceremony to be televised was that of Marian Padelford and Will Hazen who on Aug. 15 exchanged nuptial vows before the W6XAO, Los Angeles, television camera, with Judge Joseph Marchetti officiating. Wedding was staged as a regular television program from a prepared script in Don Lee Network studios, and about 1,500 persons witnessed the ceremony through receiving sets.

Two Newspaper Groups Seek Station in Houston

NEWSPAPER interests have filed two applications for new stations in Houston, with Scripps-Howard Radio Inc. asking for 250 watts on 1210 kc. and West Publishers Inc. seeking 1,000 watts day and 250 night on 610 kc. The Scripps-Howard company, subsidiary of the newspaper chain, which publishes the *Houston Press*, controls WMC and WMPS, Memphis, WNOX, Knoxville, and WCPO, Cincinnati, in each of which cities a Scripps-Howard newspaper is located.

West Publishers Inc. is a newcomer to the radio field, headed by J. M. West, Texas capitalist who publishes the *Dallas Journal* and *Austin Tribune*. Mr. West's companies also have applied for new stations in Dallas, Austin and Corpus Christi. Jack Howard, son of Roy Howard, head of the Scripps-Howard newspapers, is president of that company's radio subsidiary. The West radio interests are handled by Ray V. Hamilton, former manager of KXOK, St. Louis [BROADCASTING, July 15].

SOL A. ROSENBLATT, New York attorney who was code administrator for the radio code during NRA days and who has been identified with copyright activity and the movie industry, has been appointed general counsel of the Democratic National Committee.

TWO assignments of television stations to Channel No. 8 (162-168 mc.) were announced by the FCC in orders made public Aug. 9. NBC's W2XBT was assigned to that channel, as was General Electric's W2XD.

DON LEE BROADCASTING SYSTEM
THE NATION'S GREATEST REGIONAL NETWORK
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM
7TH AT BIXEL STREET
LOS ANGELES, CALIFORNIA

August 16, 1940

TO: All Don Lee Salesmen
" John Blair & Company Offices
" Mutual Offices

FROM: Wib Eickelberg

So that some of your prospects who are now considering our facilities will not be too disappointed if our choice periods are no longer available, urge that they give us a commitment at the earliest possible moment.

With the demand from Mutual, national spot advertisers and regional advertisers, resulting in our scheduling 24 new quarter-hours of network business per week, it is obvious our choicest times will quickly be taken.

Some of the new starters are:

Standard Oil Company of California
True Story Magazine
Gem Razor
K's Beverage
Kreml
Liberty Magazine
Healthaids
Look Magazine
Peter Paul Mounds

You know the one about the "early bird."

Wib Eickelberg

P.S. And don't forget . . . in addition to its leadership in the metropolitan markets, 62% of the 3,000,000 listeners living outside those cities, must rely on Don Lee for their radio entertainment.

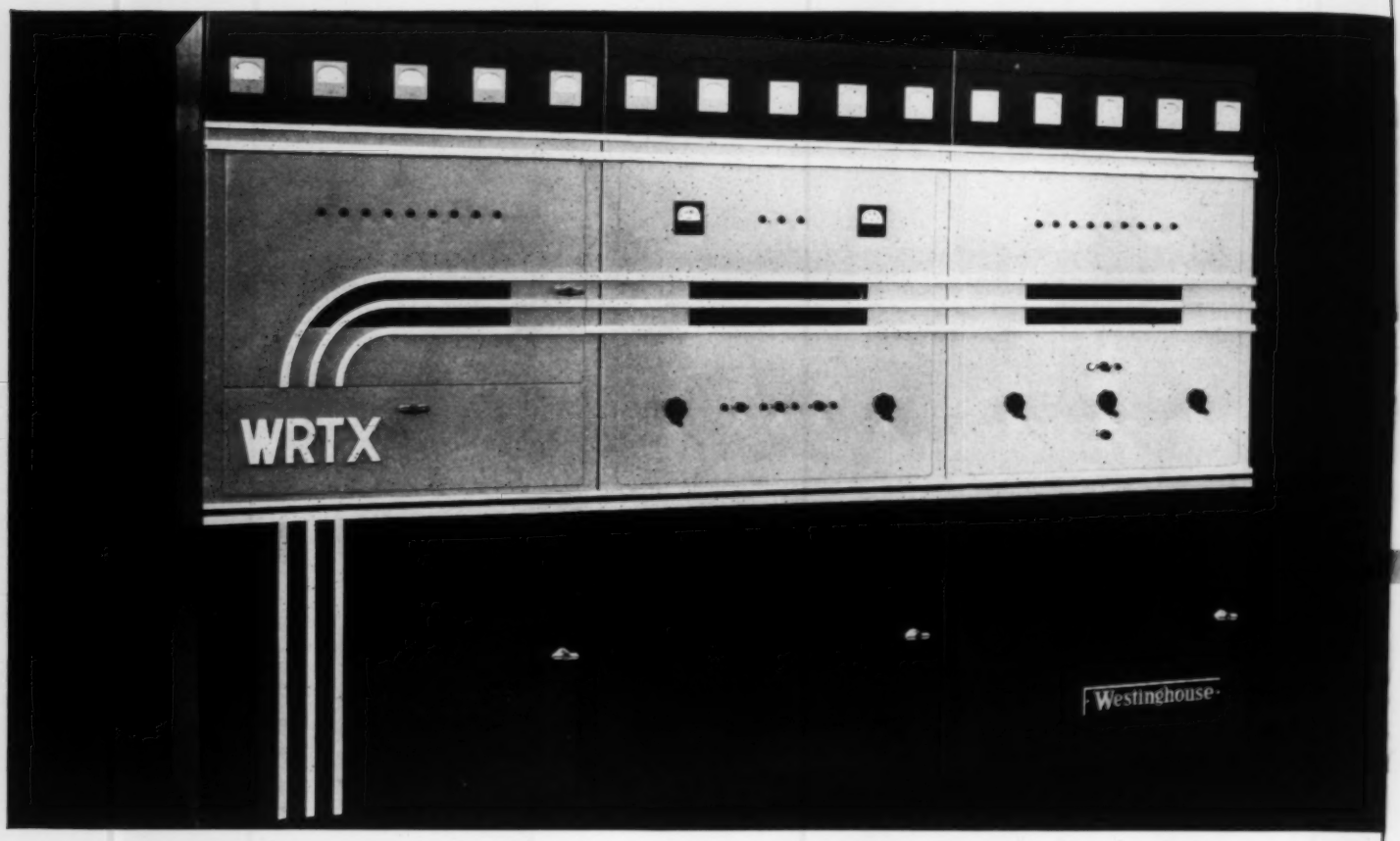
32 PRIMARY STATIONS IN THE 32 PRIMARY PACIFIC COAST MARKETS

MORE THAN 8 OUT OF EVERY 10 RADIO HOMES ON THE PACIFIC COAST ARE WITHIN 25 MILES OF A DON LEE STATION

MUTUAL DON LEE BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual...Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK



ALL THESE ADVANTAGES IN ONE COMPACT SET:

- Air-cooled tubes in all stages.
- Low operating cost.
- Metal rectifiers for all low voltage plate supply.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Ease of adjustment.
- Full automatic control.
- Conservative operation of all tubes.
- Full complement of current and voltage indicators.
- Split-second change of power in 5/1 kw transmitter.

Introducing
the new **5HV**
(also 10HV for 10KW stations)
5KW BROADCAST TRANSMITTER
by **Westinghouse**

Westinghouse

Here's NEW ECONOMY NEW CONVENIENCE

in a transmitter for 5 kw and 10 kw stations

Westinghouse now offers to operators of 5000-watt and 10,000-watt stations an ultramodern broadcast transmitter. This new equipment, known as the Type HV transmitter, incorporates most of the distinctive advantages that are proving so successful at 50,000-watt KDKA and WBZ.

Economy of operation. With a highly efficient circuit, including Class "B" modulation, with long-life, air-cooled tubes throughout, with metal rectifiers for all low voltage plate supply, Type HV transmitters strike a new high in efficiency, a new low in maintenance costs.

Convenience of operation. Simple, straightforward circuits, non-critical tuning, and cubicle unit construction, with all parts easily accessible, make these HV transmitters easy to put on the air and easy to keep on the air with accurate, undistorted transmission.

Type HV Broadcast Transmitters are available in two ratings. HV-5 is a 5000/1000 watt transmitter with split-second change of power. HV-10 is a 10,000-watt transmitter. Ultramodern in appearance and design, they are the newest broadcast equipment of a company that has been intimately associated with the building *and operating* of radio equipment throughout the entire history of broadcasting.

NOW! AS CLOSE AS YOUR TELEPHONE... COMPLETE INFORMATION ON WESTINGHOUSE RADIO TRANSMITTING TUBES

For your convenience in obtaining full information and order service on Westinghouse Radio Transmitting Tubes quickly and with a minimum of effort, Westinghouse now provides Tube Sales Representation in all principal cities. Just get in touch with your regular Westinghouse Electric & Manufacturing Company sales office.

J-08024

Broadcast Equipment

Radio's Effect on Newspaper Circulation

Struggle of Survival Between Old And New Comes Under Scrutiny

By DR. PAUL LAZARSFELD

THE IMPACT of radio upon the printing press, occurring when this new medium added listening to reading as a means of acquiring information and thus upset a monopoly of 500 years' standing, started a conflict that only in recent years has shown signs of abating. A study of that conflict and of its economic, educational, sociological and political implications was conducted as a Princeton Radio Research project under the direction of Dr. Paul Lazarsfeld, who has analyzed and appraised the results of this survey in *Radio & the Printed Page*, published last month by Duell, Sloan & Pearce Inc., New York [$4]. By special permission, BROADCASTING reprints a condensation of the chapter, a discussion of newspaper-radio relationships no broadcaster, publisher or advertising man should miss.

IS RADIO displacing the newspaper?

The answer is of grave practical concern to newspaper publishers; it is also of theoretical importance to the sociologist, because it offers an example of the impact of a new mechanical invention, the radio, upon an old established social institution, the newspaper. Around the new invention new institutional arrangements form, and a struggle for survival, requiring adjustments of many kinds, develops between the old and the new.

It is the big part that radio played during the European events of the past years that has caused many observers to expect a decline in the power of the newspaper. The way in which a crisis increases radio's importance is indeed impressive. During the week of October 17, 1938, the American Institute of Public Opinion asked a representative sample of American people the following question: "In the European crisis, were you more interested in the radio reports or the newspaper reports?" Table A compares the answers to this question with the answers to a question asked the preceding year: "For news, do you depend upon the radio more or less or about the same as you depend on your newspaper?"

Depended on Radio

The data reported in this table are for Northern States only. They show that in all economic classes, rural and urban alike, there was a decided tendency for people to state that they were more interested in the radio reports during the European crisis than in the newspaper reports. In the preceding year more people depended on the newspaper for their news than depended upon the radio, especially in the urban regions. The economic difference which affects radio preferences of urban people in 1937 disappears during the crisis. The profound significance of radio in a period of tension is made clear by these figures.

Each new crisis, one might argue (and there seem to be more crises every year), puts radio more in the lead. Even if in periods of lull the amount of news listening decreases, the net effect could be that newspapers become increasingly superfluous.

But such a conclusion might be unjustified. Could it not be that radio broadcasting of a news event tends to encourage one to try to get more of the details from the newspaper? In a study of 5,528 individuals in the Northern States, the following question was asked: "Did the radio news broadcasts increase or decrease your interest in newspaper stories of the crisis?" Of those interviewed, 79.4% answered that the broadcasts had increased their interest in the printed stories.

In a check-up after a speech by President Roosevelt, it appeared that many respondents had read the President's speech after hearing it over the radio. Some people wanted to go over parts they did not get quite clearly over the air (for instance, because their attention was distracted). Others wanted to see how the printed presentation compared with the oral one. Still others reacted like one who attends a ball game and then reads about it later in the newspaper because it has become "his" game; they wanted to read about "their" speech—the one they heard the evening before on the air. Reading something one has heard is for some people intellectual pleasure, because of the plasticity and ease of understanding characteristic of follow-up reading. Still other people, reading the editorial comments in order to compare them with their own reactions, came to reread the speech.

If the increased popularity of radio is not detrimental to newspaper reading, then newspapers, too, should show rising circulation in times of crisis. To test this assumption, a newspaper was studied for the duration of the Czechoslovakian crisis in the fall of 1938, during which the personal interviews just reported were taken. Chart I shows the daily circulations of the *Chicago Daily News*, an afternoon paper, from Aug. 1 to Oct. 1, 1938, the circulations being expressed as percentages of the circulations on the corresponding days of the week in 1937. The curve shows a sharp and quite well-sustained increase in circulation, with peaks corresponding to Berchtesgaden, Godesberg, and Munich, respectively.

Even if research should finally prove that people don't read less news, or that they read even more, because they get news over the air, news broadcasts still might have a profound effect upon newspapers. Two possibilities come to mind at once: radio might affect the editorial content of newspapers, and it might impair them economically by cutting in on their advertising revenues.

Up to the advent of radio, the newspaper had two functions: reporting what happened, and interpreting the importance of the event. Since radio is the quicker in reporting events, the newspaper is likely to lose its role as a carrier of scoops. When we open the paper, we probably know already, from the radio, the major events. But what we don't yet know is how they happened, what all the parties concerned say about them, and what they probably meant. So far radio does not yet compete with the newspaper in documentation or interpretation—not to mention pictorial evidence. One quite conceivable development in the newspaper is a progressive shift from the reporting to the elaborating function of news service.

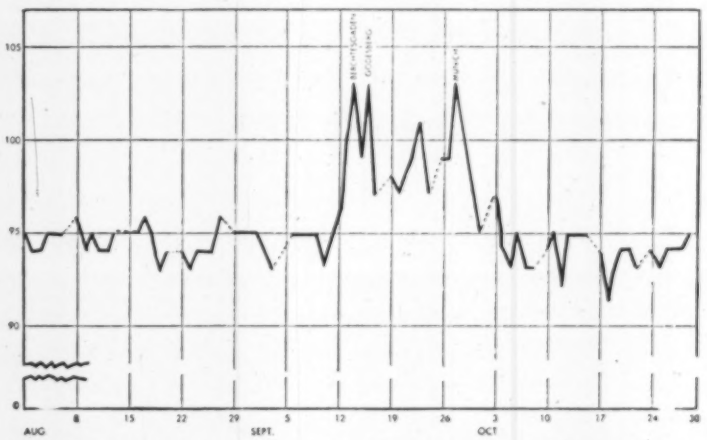


CHART I—How a newspaper's circulation grew in a European crisis. Ratio of the circulation of the *Chicago Daily News* in autumn, 1938 to corresponding days in 1937.

Long-term Trend

The most tempting way to study the effect of radio on newspaper circulation would be to analyze the existing circulation figures, but three major difficulties make an interpretation very hazardous:

1. If newspaper reading increases or decreases, radio will be only one of several causes. The growing importance of foreign affairs, the breakdown of rural isolation, and other factors will have to be kept steadily in mind.

2. Radio can affect newspaper reading in various ways. News broadcasts might make the news content of the paper more or less interesting. But listening to any kind of program could occupy the time formerly available for newspaper reading, and all sorts of stimulations coming over the radio (for instance, dance orchestras broadcasting from night clubs) might change the entire pattern of the public's leisure-time activities. Again, radio touches the destinies of newspapers by competing for a place in businessmen's advertising budgets.

3. Newspaper reading is not synonymous with news reading. The remarkable development in the picture form of news reporting might have an influence upon newspaper circulation which would spuriously be attributed to radio if it were overlooked.

Apart from these general factors there is a special reason why inferences about radio's long-time effects are dangerous when derived from general newspaper-circulation data. Circulation figures relate to the total number of papers sold, not the total number of families taking newspapers. Many families may take two or three papers. If many of these families, because of the radio, reduced the number of papers taken, the papers' circulations might drop, even if the radio encouraged a large number of non-newspaper-reading families to take newspapers for the first time. The newspaper figures might in this case show a loss; at the same time there would be an increase of news reading among the public.

If, however, a rather special hypothesis can be set up, general newspaper-circulation figures cautiously handled may be of some in-

terest. Here are three such hypotheses and the actual findings concerning them:

1. *Expectation:* If, as studies previously discussed seem to show, the radio's advantages to rural listeners were greater relatively than its advantages to urban listeners, then one would expect the circulation for newspapers to increase more or to decline less (say, between 1929 and 1937) in the immediate trade area of the city than in the outlying territory.

Findings (limited to cities of 15,000 and over, all of whose papers were Audit Bureau of Circulations (ABC) papers in both 1929 and 1930): Table B divides 181 cities into two groups, one of increasing and the other of decreasing aggregate newspaper circulation. About half of the cities with an increasing circulation showed greater increases in the rural areas than in local and suburban areas. Those factors that make for an increase (for example, improved service) seem, then, unrelated to special circulation areas. The decrease of circulation, however, is much more likely to take place in outlying areas. Five-sixths of the cities which lost newspaper circulation lost more heavily in outlying areas, where the time advantage of radio is likely to be more effective.

Local News

2. *Expectations:* Since radio news, as we have seen in the preceding chapter, tends to favor national news at the expense of local affairs, the local newspaper might hold up more successfully because it still performs a function which radio has not taken over.

Findings (all daily circulation, ABC and other, pooled for each city): Table C shows for three regions alike that, conforming to expectation, newspaper circulations in the smaller cities held up better. Only about half of the big cities' newspapers increased their circulations between 1929 and 1937, while more than two-thirds of the small-town papers showed such an increase.

3. *Expectation:* The afternoon papers probably get the major news breaks—especially on foreign and national political news, and in the Central and Western time zones—but may not have so much time as the morning paper for the preparation of detailed interpretive materials. Since the newspaper's newsbreak value, in comparison with its feature value, is reduced by radio, the morning paper should be benefited, at least in the local areas.

Findings: (a) The percentage of morning circulation in the total morning and evening circulation has increased on an almost straight-line trend ever since the World War. The pattern is about the same since 1930 and before. *(b)* In a sample of cities for which data were available by special analysis at the Audit Bureau of Circulations between 1929 and 1937, the morning papers in 25 out of 45 cities (56 per cent) held up better than the evening papers in local and suburban circulation.

The trends selected in the preceding samples can be summarized as follows: The newspaper fared better in urban as compared with rural areas; this phenomenon could be due to the time advantage that radio has outside the centers of distribution of print. The newspaper fared better in small than in large cities; this might be because the radio does not compete in the presentation of routine personal news items of local interest. The morning newspaper did somewhat better than the evening paper, and this might be due to the fact that the morning paper is frequently "analytical" and therefore less subject to radio's competition than the afternoon paper, which is more dependent upon its straight news content, at least in regard to current daily events.

Radio's competition with the newspaper for advertising revenue may yet become a most weighty consideration in any estimate of radio's effect on news reading. Perhaps the most serious potential effects, particularly in connection with local advertising, have hardly yet been felt. That the newspapers have taken a heavy loss in advertising revenue Table D shows. But for liquor advertising (usually banned on the radio), the newspaper would make even a worse showing in the national advertising field.

But how much of the newspapers' loss in advertising can be traceable directly to radio? Certainly not all of it, because even if the estimated expenditures for all radio advertising for 1937—140 millions of dollars—went to the newspapers, they would not restore the estimated expenditures for newspaper advertising to the 1929 level. It is quite likely, moreover, that some of this money spent on radio advertising would not have been spent on newspaper advertising in any case, and that some would have been spent for other media, such as magazine and outdoor advertising. Probably the direct inroads of radio advertising on newspaper advertising could be traced much more adequately than the direct inroads, if any, of radio news on newspaper circulation. The major advertisers in the fields in which radio network advertising is concentrated—drugs, food, automobiles, tobacco, soaps, and petroleum—are fairly limited in number, and the records of their expenditures are available for study. It might be reasonably easy to determine which advertisers forsook the newspapers and transferred their allegiance to radio.

There are at least two directions in which a sort of compromise might be framed in the struggle between radio and press for advertising accounts: both involve a kind of division of function. It has previously been mentioned that the newspaper might assume more and more the task of giving details and interpretations of news while the radio took over the function of spot reporting. Likewise, one might visualize the province of radio advertising as that of merely announcing the existence of different products, whereas the advertising pages of newspapers and magazines would undertake to describe them, praise them, and give details about their use. Such a division of function would obviously be to the advantage of both competing media: the insertion of advertising matter in the radio program would be minimized by the reduction of radio advertising to announcements of brands and prices, and the printed media would be less endangered financially by radio's competition for advertising accounts. There is no reason why the formula, "For further details, see your daily newspaper or your weekly magazine," could not apply to advertising as well as to news.

The other conceivable division of function in the advertising field recalls our discussion of the medium preferences of different population groups. It will be remembered that preference for print increased sharply with rising cultural level. Speaking in commercial terms, this means that the higher people's purchasing power is, the more they will prefer print to radio for the communication of comparable subject matters. Possibly there, an equilibrium will slowly develop in which the advertising of higher-priced products will be carried chiefly by magazines, while products for mass consumption will be advertised mainly over the radio—with, of course, much overlapping between the two media. Of course the number of people reached by radio is so much greater than the circulation of printed media. But at least the close correlation between purchasing power and preference for print should provide a starting point for further research that could lift the whole discussion to a more rational level.

Let us say, to summarize, that so far as newspaper reading is concerned there are no signs that news broadcasts have reduced newspaper reading. Quite to the contrary, it seems likely that owing to the rising interest in news transmitted by radio, there is now by and large more newspaper reading than ever before. Although no finally conclusive evidence is available, the best hypothesis for scientific tests and practical action is that listening to radio news increases newspaper reading. Yet radio has undoubtedly made heavy inroads into the advertising accounts formerly monopolized by printed media. Joint ownership of radio and newspapers is now spreading, and this might solve the problem so far as the biggest capital investments are concerned, but it presents definite social dangers and still leaves the great number of smaller newspaper and magazine units unprotected.

TABLE A.—Percent Preferring Radio as Source of News at Times of Crisis and Normal Times [1]
(On different cultural levels in rural and urban populations)

	Rural population			*Urban population*		
Prefer radio	*Low*	*Middle*	*High*	*Low*	*Middle*	*High*
1937	46.5	48.3	34.0	33.8	28.8	18.6
Crisis, 1938	67.4	76.9	70.4	74.9	79.6	71.9

[1] Among those who have a choice.

TABLE B.—Changes of Newspaper Circulations in Central and Outlying Areas of 181 Cities

	Number of cities for which circulation changed more in:	
	Local and suburban area	*Outlying area*
Cities with *increasing* aggregate circulation	60	60
Cities with *declining* aggregate circulation	10	51

TABLE C.—Percentage of Cities of Different Size Showing an Increase in Daily Newspaper Circulation in Different Areas (1929 to 1937)

	REGION		
Size of city	*East*	*West*	*South*
100,000 and over	50	45	65
25,000 to 100,000	59	56	78
15,000 to 25,000	68	68	84

TABLE D.—Estimated Expenditures for Advertising in Major Media in the United States, 1928 to 1939[1]
(Millions of Dollars)

	Newspapers	*Magazines*	*Radio*	*Outdoor*	*Farm papers*	*Total*
1928	760	215	20	85	35	1,115
1929	800	240	40	80	35	1,195
1930	700	210	60	65	30	1,065
1931	620	170	80	50	20	940
1932	490	120	80	35	13	740
1933	450	110	65	30	10	665
1934	500	145	90	30	14	780
1935	530	150	105	35	16	835
1936	580	170	120	45	20	935
1937	600	190	145	50	20	1,000
1938	520	145	145	50	17	875
1939	525	150	170	50	17	910

[1] Totals have been rounded to nearest five million dollars. Estimates compiled by Dr. L. D. H. Weld, director of research, McCann-Erickson, Inc., for *Printer's Ink*, March 1, 1940.

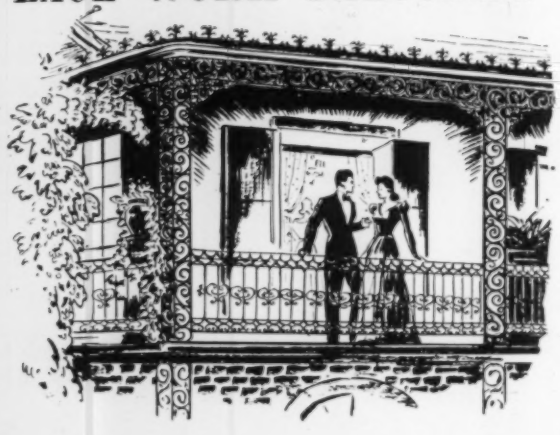
When you think of

NEW ORLEANS

you think of:

The romance of

LACE WORK BALCONIES



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

ON HIS TOES to get these fancy license plates went Mike Hunnicutt, pilot of the *Dawn Patrol* of WKRC, Cincinnati. When 1940 licenses were coming out, Mike learned some of the plates lettered "AM" would go to Cincnnati, so he got busy and found out where he could arrange to be assigned the accompanying "7 30", the time he begins his hour show each morning. The accompanying signs are an original idea—"Hi ya m'-friend" is his standard salutation, and the sign on the rear plate includes his closing "Bye now. See ya on the *Dawn Patrol*".

Tower Anchor

THE tower of WDLP, Panama City, Fla., was used as an anchor for operation of a breeches buoy during celebration of the U. S. Coast Guard's 150th anniversary. Seamen were "rescued" in a breeches buoy shot from the WDLP tower. The stunt was part of an all-day Coast Guard celebration in Panama City.

Sidney to Produce Film With Radio Background

LOUIS K. SIDNEY, one-time manager of WHN, New York, and for the past year on the production staff of MGM, Hollywood, on Aug. 19 launched his first feature as a film producer, after several months preparation. The film is "Hullabaloo", a radio backstage story featuring Frank Morgan. Sidney came to Hollywood a couple years ago as MGM radio producer of the NBC *Good News*, sponsored by General Foods Corp. He joined the film production staff when the deal with Maxwell House Coffee was terminated more than a year ago.

Another scheduled motion picture with a radio background is "Tune In", which Milton Sperling will make as an associate producer at 20th Century-Fox Studios. It's a musical, with the story and screen-play written by Maurice Rapf. The picture goes into production in October with Don Ameche and Alice Faye a co-starring possibility for leading roles if they finish current film commitments in time.

Lipton Tea in Canada

THOMAS J. LIPTON Ltd., Toronto (tea) started early in September five transcribed announcements weekly on stations across Canada. In Quebec the Canadian Broadcasting Corp. French network will carry, starting in October, three times weekly the quarter-hour show *The Old Schoolmaster*. On Oct. 6 a Sunday afternoon *Tea Musicale* starts on 32 CBC network stations. Account was placed by Vickers & Benson, Toronto.

Coverage Groups Combine Service

Felix and Shine Organizing Expanded Survey Reports

A NEW listening-coverage service for radio timebuyers, resulting from coordination of *Radio Coverage Reports* and *Listener Preference Reports*, was announced Aug. 20 in New York at a luncheon meeting, attended by New York advertising, agency and network executives.

Edgar Felix, director of *Radio Coverage Reports*, and W. J. Shine, research director of Ross Federal Research Corp., which compiles *Listener Preference Reports*, explained that combination of the two research functions into a single service will provide time-buyers with a coordinated measure of comparative station service and listeners' program preference in some 400 urban areas in the country.

Expanded Service

Heretofore both services have been provided for several years as individual units, but combining them will afford time-buyers an over-all picture not available in a single package before, according to Mr. Felix.

Projected plans for the new service, to begin about Oct. 1 or shortly thereafter, point to greatly expanded activities of both the Ross Federal and Felix organizations, in the field as well as in New York. Data for the combined service would be originated in some 400 metropolitan centers all over the country, including field strength measurements as well as coincidental listening surveys involving a minimum of 4,000 telephone calls for each community. It is planned to furnish the survey data on a continuing year-round basis, with eight cities reported each week.

Although both Messrs. Felix and Shine commented that the new service is designed primarily for time-buyers, it will be available on an annual basis to advertising agencies, networks and radio advertisers. With coordination of the two surveys directed by Mr. Felix, the service will be issued and released by Ross Federal.

It was stated by Mr. Shine that charges for the service would be levied in accord with the amount of radio business handled by individual agencies, with an eye toward making the service practical from a financial standpoint for the small as well as the large agencies. He also indicated that profits from the venture would be "plowed back" into further development of the research project. The line of these developments would be determined by an advisory committee, including members from various branches of the industry, which is to be formed as part of the project, he stated.

Si-Noze Campaign

SI-NOZE Co., Chicago (hay fever remedy), on Oct. 15 will start a varying campaign of spot announcements and local quarter-hour shows on a national spot basis. Station list is uncomplete as yet. Contracts will run through March, 1941. Neal Adv., Chicago, handles the account.

Maca Yeast Spot Series Is Placed on 14 Stations

NORTHWESTERN YEAST Co., Chicago (Maca yeast), during the last week in August and the first week in September started a schedule of thrice-weekly quarter-hour programs on 14 stations. Programs featuring Gene Baker, singer and poet, and Doris Moore, home economist, are transcribed and titled *Songs of a Dreamer*. Stations selected are WMT WFAA WCCO KIRO KOIN WLW WLS KMA WHAM WGY WDZ KFEQ WIBW WJR.

Sponsor is currently running a national campaign for the restoration of home baking, with prizes totaling $1,000 for letters of 50 words or less on why Maca yeast is liked. Although national and rural publications are being mainly used for this event, which ends Oct. 1, commercials on programs will be tied-in insofar as listeners will be advised which publications in their area carry complete details of the contest. After the conclusion of the contest, regular commercials will be inserted in the programs. Hays MacFarland & Co., Chicago, handles the account.

FOR THE fourth consecutive year, V. LaRosa & Sons, New York, will sponsor the *Antonini Concert Series* on MBS to promote its macaroni products. Programs will start Nov. 12 on several MBS stations including WOR, Newark, Tuesdays, 8:30-9 p.m., and will feature Nino Martini and other well-known singers. Agency is Commercial Radio Adv. Service, New York.

SOME MORE SLIPS
Jerry Lawrence Extracts a Few From His File

MORE lapsus linguae among radio announcers, subject of several articles in BROADCASTING, are furnished by Jerry Lawrence, announcer of WOR, Newark, who makes a hobby of collecting the "slips that pass in the mike." Here are a few from his files:

Frank Knight: "The weather report: tomorrow rowdy, followed by clain."

Mel Allen: "It's smipe poking time, Gentlemen!"

Floyd Neale — (signing off): "This is the Musical Broadcasting System."

An unidentified NBC Chicago mikeman: "This is the National Biscuit Co."

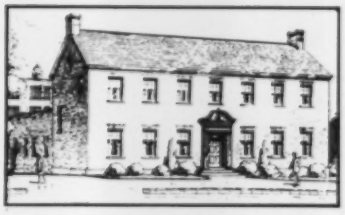
Art Whiteside (presenting the Crown Prince of Norway): "Today it is our extreme pleasure to introduce the Brown Quince of Norway."

Ralph Edwards: "And here is one of radio's most charming and lovely young Sinners . . ."

Jerry Lawrence: "You will know the King and Queen have arrived when you hear a 21 sun galoot."

And then he adds the one about a veteran radio editor and radio interviewer, who began one of his interview programs with the question: "Tell me, Miss So-and-So, what was the dirt of your birth?"

WWNY are the call letters assigned to the Brockway Co.'s new 500 watt daytime station in Watertown, N. Y., operating on 1270 kc., authorized July 30 by the FCC [BROADCASTING, Aug. 15].



THIS WHOLE building, of Colonial design to conform to the character of the community, will house WSJS, Winston-Salem, N. C., when completed this winter. Work on the structure starts early this month. It will be built of brick, topped with a black slate roof, its exterior reflecting the early colonial architecture of Salem with some features of Williamsburg.

Brunet's New Duties

MEADE BRUNET, manager of the RCA Mfg. Co.'s Washington office, has been appointed manager of the Engineering Products Division in addition to his present duties, according to an announcement by F. R. Deakins, vice-president. Mr. Brunet has been with RCA since 1922 when he joined the sales staff in New York. The following year he was made district manager in Chicago, the first of many executive sales positions he has had in the RCA organization. In March 1939 he took the Washington post.

Mr. Brunet

KWK to MBS Fulltime With KXOK to Become Blue's St. Louis Outlet

AFFILIATION of KWK, St. Louis, with MBS on a fulltime basis, with KXOK to become the exclusive NBC-Blue outlet, is scheduled Jan. 1 as a result of arrangements recently consummated by the stations and networks. KWK now is both NBC-Blue and MBS, while KXOK is a supplementary MBS outlet.

KFRU, Columbia, Mo., also owned by the *Star-Times*, will become a bonus outlet on the Blue, as part of the arrangement. All contracts, it is reported have been completed by Elzey Roberts, publisher of the *Star-Times* and Robert T. Convey, KWK president, with William S. Hedges, NBC stations vice-president and Fred Weber, MBS general manager.

While no formal announcement has been made, it is understood that contracts already have been signed for the shift, which will give St. Louis four major network outlets on an exclusive basis. Now operating on 1250 kc., with 1,000 watts, KXOK, about Oct. 15 will shift to its new assignment on 630 kc. with 5,000 watts. KWK is authorized to increase its nighttime power to 5,000 watts on 1350 kc., but has pending an application for assignment on 680 kc., with 50,000 watts [BROADCASTING, July 15, Aug. 1].

2LM, Lismore, Australia, has joined Macquarie Network, increasing the list of stations to 24.

WCCO
MINNEAPOLIS-ST. PAUL
50,000 WATTS
CBS

CONSISTENTLY... the largest audience of any station in the Twin Cities and the Northwest.

For more information about WCCO, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N. C., San Francisco, Los Angeles

50,000 WATTS—WHERE IT COUNTS MOST

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York, Chicago,

...ain will be Drawn about October 15th

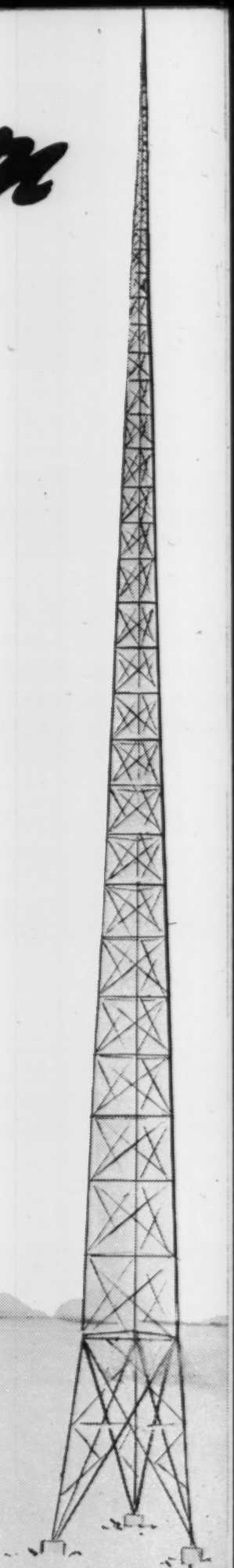
NEW FREQUENCY - 630 KC.

CREASED POWER

00 WATTS DAY AND NIGHT

The new KXOK will have 5 times the power and reach approximately 0 times the present area served by KXOK's plant which is being aban-doned in the interest of progress after 2 years of use.

RADIO STATION KXOK ST. LOUIS, MO.



and operated by the Star-Times Publishing Company and affiliated with radio KFRU, Columbia, Missouri. Nationally represented by **WEED & COMPANY**, New hicago, Detroit and San Francisco.

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $3.00 per year–15c a copy • Copyright, 1940, by Broadcasting Publications, Inc.

Truth Will Out

BY ALL MEANS let's have that investigation of radio and the FCC now demanded by Senator Tobey. And let's have the probe conducted, as the Tobey resolution proposes, by the Senate Interstate Commerce Committee, which includes men like Chairman Wheeler and Senators White and Gurney who know radio and have some understanding of its manifold problems. They are apperceptive enough to get at the bottom of the revived and obviously inspired "smear" campaign against radio and some of its leaders. When they do, some even more startling facts may be disclosed than were brought to light in Senator Tobey's recently concluded inquiry which delved into just about everything but its avowed purpose of determining Col. Thad H. Brown's qualifications for reappointment to the FCC.

It is high time for a complete exposure of the forces behind the constant sniping the broadcasting industry is undergoing—a disclosure of the methods and motives of the snipers, not to mention their basic philosophies of regulation and the apparent ease with which they enlist Congressmen and Senators to their peculiar "causes". What's the *real* radio lobby, and who is footing the bill? Why are distorted facts and phoney figures persistently used to harass and embarrass the industry? The basic ills of broadcasting are few but, as shown by the recent hearings, radio has proved an all-too-easy mark for self-serving interests and even for shakedown artists, whose chief weapon seems to have been threats of publicity through Congressional channels.

All this and more, including the internal situation and the past and present "feuding" within the FCC, should be the subject of inquiry. Unfortunately, the nation faces more pressing problems of war and defense, let alone elections, so that the prospects of a real investigation appear slight at this writing. But there is scant doubt that eventually the whole truth will out.

Hitting The Spot

NATIONAL spot, heretofore regarded more or less as the exclusive domain of network outlets, appears to have taken a new and desirable turn for the 1940-41 business year. Secondary stations — independent locals — in good markets are getting their share of the business by virtue of increased appropriations permitting use of additional outlets.

Advertising agencies and their clients are becoming aware of the established audience appeal of ably-managed independents. Just as they use more than one newspaper in a particular market, they apparently are finding it desirable to experiment with the use of second stations for what might be described as "Class B" schedules, for the same products. It is a development that should be encouraged because it means more business for radio generally, and a more equitable spread of national advertising revenue.

Many independents already have made it easy for national advertisers to buy their facilities. They have installed technically efficient plants and have established loyal followings. The time seems to have arrived for an organized effort by secondary stations in primary markets to promote this field even further. They do not have to sell against their network-affiliated competitors, but instead can promote the Class B schedule plan, taking a leaf from newspapers which have done an effective job along the same lines.

A number of attempts have been made in the past—all ill-starred—to sell as a "package" a group of local stations at a single national rate. This can be done only if all stations in the group are in desirable markets and meet standards as to equipment, rates and service. It can be done. Some enterprising group of broadcasters will sense this transition and undertake the necessary task of coordination, sales and exploitation.

The Radio Touch

IT IS NOT the province of a trade journal to criticize the merits or demerits of the context of Wendell L. Willkie's acceptance speech as broadcast from Elwood, Ind. But the great stress being placed by the politicians and commentators on that nebulous though perceptible thing called "radio personality" lends further emphasis to radio's vital role in the modern political campaign. It may or may not be true, as one high-placed New Dealer remarked, that the Elwood speech "won us a couple of million votes". It does seem true that Mr. Willkie's microphone manner must be improved if he is to meet Mr. Roosevelt on equal terms as a radio vote-getter.

Professional and amateur critics alike agreed that Mr. Willkie, at least in his Elwood speech, was at a disadvantage. The most competent observers, many of whom were on the spot, blame his microphone showing to fatigue and a glaring sun. Others agree with the point raised by Prof. Smith in his article in the Aug. 15 BROADCASTING that Mr. Willkie is at his best ad lib; that he is a poor reader, and that he could do better in debate. The Scripps-Howard newspapers regarded the radio performance so important that it devoted one whole editorial and the better part of another to a critique of his diction and microphone manner. Most of the columnists had much to say on the same subject.

All of this is vitally important to the candidate and his party. If what they say about Willkie as a radio speaker is true, it should be equally true of Congressional, State and local candidates using local facilities. Does this mean that vote-getting requires radio aptitude and radio training as a primary requisite? Without essaying an answer, it certainly can be emphatically stated that the broadcasters of America now more than ever realize their deep responsibility for the vital role their facilities play in the conduct of democracy.

Defense Balance

NEWEST program headache of broadcasters, stemming from the defense crisis, are inordinate demands from Government departments and agencies for time on the air. Transcriptions, spot announcements and live talent programs are being offered stations through branch offices in the field. As the time demands increase, the problem becomes more difficult for the station operator.

The NAB already has taken steps. It has arranged to work with the National Defense Advisory Commission for clearing all such programs. Time demands made direct to stations, therefore, should be referred to the NAB, which in turn will clear all such matters with the Defense Council.

Broadcasters propose to continue to give freely of their time and services for national defense and other governmental purposes. But it isn't good radio to jam schedules with incessant Government "talk". Moreover, an overdose of national defense on the air, emanating from official sources, can only tend to incite fear and react adversely upon public morale. It is essential that all this material be coordinated through a central source. The NAB, working with the proper officials in Washington, has set up the machinery.

Sit Tight

SOUR NOTES, veiled threats and just plain bunk are being heard from the ASCAP camp since the unanimous vote of the NAB convention last month against surrender to the combine. Word has been spread that the musicians would strike unless an ASCAP deal is made. That is the sheerest sort of bunk. Musicians are hired to play music, not ASCAP music. Network affiliates are bound closely by their networks on copyright performance. NBC, CBS and MBS have made it clear they will not renew ASCAP contracts. Independents should be in no great hurry, since the proposition made them, in another obvious effort to split the industry's united front, is an admission that these stations have been charged too much in the past.

Stations can best do their job by ignoring the brickbats and preparing themselves for ASCAP-less operation when the year ends. From where we sit, it seems all concerned would do well to sit tight as to ASCAP, and pitch in with everything on BMI.

We Pay Our Respects To —

JACK WILLIAM LAEMMAR

PERHAPS the wand he waves as a member of the Society of American Magicians has the magical power of aiding success—but members of the radio, advertising and representative fraternities who intimately know Jack W. Laemmar, timebuyer in charge of radio for Lord & Thomas, Chicago, would disagree.

Not that Jack's performances as a magician are so bad, but rather because those initiated know it was through hard and diligent work, as well as long hours, that he now has the opportunity of looking back at duties ranging from swinging a pick in the building of tennis courts to manager of the courts, from excursion boat boss to railroad employe, and from freelance market research work to radio head of the Chicago division of one of the largest and most successful advertising agencies in the country. And all before he reached the ripe old age of 30!

Unlike many who travel from one port to another seeking a goal, Jack has never worked outside the city of Chicago, his birthplace. Born Oct. 10, 1910, he attended public schools and Loyola U, graduating from the latter in 1932 with a B.S. degree. Always fond of tennis, Jack was instrumental in furnishing Loyola with some fine courts. When the courts were completed, Jack was appointed manager. His success as manager can be attested to by the fact that this job, as well as that of manager of the college's ice rink—"which had to be flooded after midnight so between the two jobs and my studies sleep was a rare thing"—paid for his education. Post-graduate work at Northwestern U followed Loyola but this was done during evenings, for jobs were at a premium in 1932 and days were needed to seek the prize.

Various small jobs followed, the most interesting being manager of an excursion boat on Lake Michigan during the Century of Progress in 1933. His wand brings him memories of incidents that contributed to the success of this enterprise. One concerns Balbo, late Italian flyer, who arrived with an armada of 15 planes which occupied the place of honor in the breakwater, from which all other craft were kept out. Through a connection the excursion boat's skipper had with the Coast Guard, the yacht was allowed to sail near the planes and a land office business of 12 trips per day, carrying 100 passengers per trip, resulted.

While still at school Laemmar was chosen as one of ten men from universities along the route of the Illinois Central Railroad, from Chicago to the Gulf, to enter its office as a member of an apprentice system then in effect. In 1934 he joined ICRR and spent a year in working for periods of one month in each division of the Chicago office. At the end of that time he was one of four asked to remain and choose the department to which he wanted to be permanently stationed. Having found out that advancement was under the seniority rule, he settled for a trip to New Orleans and return and called it quits.

From his brief experience in the advertising department of the railroad, he knew that field was to be his future endeavour. With the aid of Henry Campbell, director of research of the J. Walter Thompson Co., Chicago, he landed a job with Booz, Fry, Allen & Hamilton, Chicago market research firm. Freelance research work followed at Lord & Thomas, Needham, Louis & Brorby, Ross Federal Research, Blackett-Sample-Hummert and other organizations. "It was really routine work," he recalls, "for I was called in, completed the assignment, got paid, walked out, looked for more work."

William Herrington, director of research of B-S-H, changed that routine near the end of 1936 when he offered Jack steady employment. In about eight months he was made assistant to the spacebuyer, George McGivern. In seven months more he was selected to replace Pete Nelson, who had resigned, as time-buyer in charge of radio. In April, 1940, he assumed his present position with Lord & Thomas.

Chief among Jack Laemmar's interests is station rate structures. Some of his ideas are now being put to practical use by stations, and many have been the subject of sales managers meetings throughout the country. The Sales Managers Committee of the NAB will shortly consider his theories on the standardizing of coverage maps to indicate the relation of mail and signal strength to listenership.

Blue eyed, with brown hair, Jack stands 5 ft, 9 inches and weighs approximately 150 pounds. He is unmarried because, he says, "I like to play golf, tennis, squash, fence, practice amateur photography and magic, and that leaves little of my off-time left for my violin and piano accordian, much less marriage." In addition to the Magician Society, his only club membership is the Illinois Athletic Club. At one time he was a member of The Big Brothers, non-sectarian organization designed to help unfortunate boys.

Personal NOTES

LLOYD L. (Jake) JAQUIER has returned to KITE, Kansas City, as vice-president and general manager, along with Robert S. Payton, commercial manager, and they are reorganizing the staff. Studios and offices recently were moved to the Irving Pitt Bldg., 816 Locust St.

ROBERT J. RICHARDSON Jr., salesman of KWK, St. Louis, on Sept. 18 will marry Virginia Hardy, secretary to V. E. Carmichael, KWK sales manager.

JAMES A. DAVENPORT, formerly of WGST, Atlanta, has been named sales manager of WRBL, Columbus, Ga.

RAY RHODES, account executive of KGO-KPO, San Francisco, addressed the local Sequoia Club Aug. 15 on "Frequency Modulation."

J. FRANK BURKE Jr., manager of KFVD, Los Angeles, and Betty Jean Sherer, will be married in that city Sept. 12. They will honeymoon in Honolulu.

GEORGE ROSENBERG, former member of the sales staff of WOR, Newark, and more recently in business for himself, has joined the sales staff of WOV, New York.

THOMAS H. ANDERSON, formerly of Salt Lake City, has returned to join the sales staff of KDYL, Salt Lake City. He recently was manager of Pacific Railways Adv. Co., Oakland.

W. E. WILLIAMS, recently of KORN, Fremont, Neb., has joined the new WCBI, Columbus, Miss., to take charge of sales and programs.

JACK WINSTON, manager of KFAR, Fairbanks, Alaska, reached the finals of the Fairbanks men's singles tennis championship last month, but was defeated by James Vaughan, 1939 champion.

GORDON MOOSER, assistant manager of KYA, San Francisco, and Betsy Bosworth, of Carmel, Cal., have announced their engagement.

JAMES L. SCHWANK, former manager of the Engineering Products Division of RCA Mfg. Co., Camden, has been transferred to the office of F. R. Deakins, vice-president in charge of Special Products.

JAMES E. COX has joined WATL, Atlanta, as assistant station manager under Maurice C. Coleman.

W. G. OSBORN, of the sales staff of WWJ, Detroit, is on a one-month training cruise in the Great Lakes as a lieutenant in the U. S. Naval Reserve.

FRED KAEHN, salesman of WIND, Gary, Ind., is the father of a girl, Valerie, born Aug. 16.

MARTIN S. WALES, station manager of WIOD, Miami, on Sept. 1 joins WKAT, Miami Beach, as a member of its commercial department. With WIOD since 1936, Mr. Wales was commercial manager of WSPA, Spartanburg, in 1934, and in the program department of WFBC, Greenville, S. C., the following year.

C. W. FITCH, business manager of NBC's program department in New York since 1936, on Sept. 1 joins the Chicago Museum of Science & Industry, now headed by Lenox R. Lohr, former president of NBC. Mr. Fitch from 1930-1935 worked in the exhibits department of the Century of Progress Exposition, Chicago, where he also was associated with Mr. Lohr.

WILLIAM C. EDDY, formerly head of the television effects division of NBC's television department in New York, on Sept. 1 was to join Balaban & Katz, Chicago theatrical firm, as head of its television operations.

ROD WHALEN, formerly program director, has replaced A. H. Green as manager of KWLK, Longview, Wash. Ross Snyder, of KHSL, Chico, Cal., was appointed program director.

B. F. McCLANCY, NBC traffic manager, after a tour of owned and operated stations, has returned to New York.

ED DUNNING, formerly on the sales staff of WHN, New York, has joined WINS, New York, in a similar capacity.

CHET PETERSEN, for more than a year on the executive staff of KFOX, Long Beach, Cal., has resigned.

Hackett Head of WINS, Travis Wells Joins Staff

CECIL HACKETT, formerly in the sales departments of WMCA, New York, and WHN, New York, and previously engaged in the brokerage business on Wall Street, has been appointed managing director of WINS, New York, according to an announcement by Hearst Radio Inc., owners of the station. The appointment is in accordance with an announcement released last June by Hearst stating that it would retain and operate all radio activities then owned and controlled by it. Carl Calman, whom Mr. Hackett succeeds, resigns as vice-president and general manager of the New York Broadcasting System, of which WINS is the New York outlet, and which links WABY, Albany; WIBX, Utica; WSYR, Syracuse; WMBO, Auburn; WSAY, Rochester; WKBW-WGR, Buffalo; WJTN, Jamestown.

Travis Wells, formerly of Lord & Thomas, New York, where he was radio executive on the American Tobacco Co. account, and previously in the radio departments of BBDO and J. Walter Thompson Co., New York, has joined the sales staff of WINS, New York. The appointment is the first in a series of reorganizations of various departments of WINS as initiated by Mr. Hackett.

John A. Loesche

JOHN A. LOESCHE, 49, an assistant director of CBS, died Aug. 22 in Palisades, N. J., after an illness of six weeks. In 1930 he conducted auditions for Kate Smith and had been in charge of her program on CBS ever since.

DR. PAUL NIPKOW, 80, pioneer inventor in the field of television, died in Berlin Aug. 24.

HOCKEY!

Again this season CJOR offers national sponsors Leo Nicholson's vivid word pictures of Pacific Coast Ice Hockey.

CJOR
Vancouver, B. C.
1000 Watts
Nat. Rep:
Joseph Hershey McGillvra

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 Streamlined WATTS
LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST
WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York · Chicago · Cleveland

Youngstown mills are having their busiest summer in years. Youngstown people have money to spend. Cover this rich market best with

WFMJ

The Pioneer Voice of Kansas
KFBI
WICHITA
5000 WATTS
1050 Kc.
Herb Hollister
Vice-Pres. and Gen. Mgr.

BEHIND the MIKE

LESLIE EDGLEY, free-lance radio writer and author of the novel *No Birds Sing*, has returned to NBC Chicago as assistant continuity editor of the Central Division. Edgley, who was a member of the continuity staff from September, 1936, until midway in 1939, as assistant to William J. Murphy, newly-appointed continuity editor. [BROADCASTING, Aug. 15]. The time away from NBC was spent in free-lance writing.

JACK FARREL, of the staff of KDYL, Salt Lake City, qualified among the first 10 out of a class of 100 competing in the ground school of the Civil Aeronautics Authority. He also has 15 solo hours to his credit.

VICTOR LUSINCHI, MBS Paris correspondent, has returned to his home in San Francisco after six years in Europe. He was heard in weekly broadcasts from scenes of action throughout France until the recent surrender to the Nazis.

BOB BARRINGTON, announcer of KJBS, San Francisco, recently resigned to accept a similar position at KTOH, Lihue, T. H. He was succeeded at KJBS by Lloyd Sutherland, formerly of KPQ, Wenatchee, and KOL, Seattle.

ROBERT MOSS, NBC Hollywood producer, has been made night program supervisor. He succeeds Marvin Young, who is devoting his time to writing and production.

NAT BERLIN, formerly of WNYC, New York municipal station, has joined the continuity department of WNEW, New York.

DALE SODERBERG, formerly of WCAZ, Carthage, Ill., and Jack Peterson, formerly sports editor of the *Pontiac* (Ill.) *Ledger*, have joined the announcing staff of WDZ, Tuscola, Ill.

BOB BRAUN, of Hollywood, has been named manager of the *Texas Rangers*, western musical group of KMBC, Kansas City. Braun has been with Max Hart agency in New York, Universal Picture Studios, Thomas Lee Artist Bureau as manager, Small Co. and the Vincent organization.

RAY FERRIS, musical director of WLS, Chicago, and Hal Culver, announcer and baritone soloist of the same station, have written a new song, *My Music Mountain Home*, published by the M. M. Cole Co., Chicago.

AL ALLEN, farm advisor and specialist in farm problems, formerly of WDZ, Tuscola, Ill., has joined the announcing staff of WJJD, Chicago.

WAYNE MACK, announcer of WGAR, Cleveland, on Aug. 25 acted as m.c. for the American Negro Spiritual Festival at Soldier Field, Chicago. He regularly handles the *Wings Over Jordan* series, CBS Sunday feature.

KAY POWERS, of the production department, KFRC, San Francisco, recently resigned, moving to Boston.

DAVID BANKS, sportscaster of KLRA, Little Rock, Ark., is the father of a girl, Paula Claire, born June 29. Recent staff additions are Roy McKee, formerly with KGKO, Fort Worth, announcer; Troy Watkins, studio musician; Donna Denman, secretary to Ray Lang, commercial manager.

TOBB PRIN, of the staff of WCCO, Minneapolis, has written a song, "Blanket Me With Western Skies," which he has sold to BMI and which Gene Autry used over a CBS broadcast recently. Autry is also considering using it in one of his movies.

Radio Triplets

FIRST triplets in radio are the two boys and a girl born Aug. 13 to Guy Wallace, announcer of WJBC, Bloomington, Ill. At the request of listeners the station has been given daily bulletins on the progress of the triplets. Wallace was wildly cheered on the big day during his regular news broadcast from the stage of a local theatre.

LEE BLAND, formerly with WCKY and WKRC, Cincinnati, has been appointed program director of WFMJ, Youngstown, succeeding Edward J. Lord.

CHESTER PORTERFIELD, formerly a writer, producer and salesman of KMBC, Kansas City, and graduate of Wisconsin U, has joined the talent division of WGN, Chicago. He has also been employed at WHA, Madison, Wis.; WBNS, Columbus, and WING, Dayton, O., having served as program director of the latter station.

CHARLES CAPPS, formerly in charge of production at WMCA, New York, for eight years prior to 1938 when he left for Hollywood, has been appointed WMCA operations manager. Bob Carter, WMCA announcer, has been named chief announcer.

Meet the LADIES

JEANE BROWN

RADIO is an exacting game, but far less so than treading the boards with dance bands and vaudeville troupes. At least Jeane Brown thinks so, and in radio she has found exactly the right outlet for her executive as well as professional talents. She is musical director of Westinghouse's WOWO-WGL, Fort Wayne, one of the few women holding such a post. A native of Greencastle, Ind., Miss Brown attended DePauw U before beginning her professional career with the *Fourteen Bricktops*, girl musicians, and she has worked in solo capacities with many top-flight name bands. She is an accomplished pianist, organist and accordionist. At WOWO-WGL she handles four network originations as well as many local shows. The network shows, fed to NBC, are *Maior, Minor and Marian*, *Indiana Indigo*, *Hoosier Hop* and *Howard Ropa*. In private life she is Mrs. Elmer Bosselmann, wife of a prominent local dentist.

CECIL UNDERWOOD, and Don Quinn, Hollywood producer and writer respectively of the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son, have returned from Chicago where they conferred with Jack Louis, executive of Needham, Louis & Brorby on fall plans for the show.

BERNIE ARMSTRONG, on the staff of KDKA, Pittsburgh, since 1936, has been appointed director of the KDKA orchestra. Aneurin Bodycombe, on the station's staff since 1930, has been named concert director.

NEIL COLLINS, formerly publicity director of the concerts division of WGAR, Cleveland, has joined Davis, Young & Powell, Chicago agency, to handle publicity and to act as account executive for *Wings over Jordan*.

JIMMY BRIDGES, WSB, Atlanta, announcer and continuity writer was married Aug. 11 to the former Josephine Key.

ROBERT ELLIS, formerly of WJSV, Washington, has joined the WHP, Harrisburg, Pa., announcing staff.

PHILIP BROOK, formerly of WGY, Schenectady, has joined the announcing staff of WTAG, Worcester. Emerson Markham, director of WGY farm programs, has recovered from a recent emergency appendectomy.

MARJORIE CARTER, formerly of KMBC and KITE, Kansas City, has joined KROD, El Paso, as director of women's programs.

BILL McCORD, formerly with KGW, Portland, Ore., has joined the announcing staff of WLW, Cincinnati.

MURIEL KENNEDY, of Boston, has been made secretary to D. A. Myer, plant manager of WBZ, Boston, succeeding Marjorie Hall, who resigned to marry Walter A. Brown Aug. 10.

NORA ANDISON, accountant at CFRB, Toronto, left Aug. 15 for Hamilton, Bermuda, where she is to marry Dr. E. Shaw, pathologist and bacteriologist at the King Edward Hospital. Her place is being taken by her sister, Dorothy Andison.

DAVID ZIMMERMAN, formerly of the NBC-Chicago announcing staff, has joined WWJ, Detroit.

WALTER B. HAASE, program director at WDRC, Hartford, is the father of a son born Aug. 18.

ROBERT JONES, formerly with WABY and WOKO, Albany, has joined the announcing staff of WDRC, Hartford.

LELAND CHESLEY, news editor of KWK, St. Louis, was one of the invited guests on the speaker's platform at the Willkie notification ceremonies in Elwood, Ind., Aug. 17. He attended as head of the Co-Operative Employment Council of St. Louis.

ASHMEAD SCOTT, Hollywood writer-producer, has written a play based on Ken Murray's recent trip to the Democratic convention. It has been bought by the radio and film comedian for fall production.

GEORGE FISHER, Hollywood commentator, has collaborated with Edward Heyman in writing a new song, "Whisper Confidentially."

J. TAYLOR GRANT, KWK, St. Louis, announcer, was married Aug. 14 to Betty Lusk Meyer, St. Louis society girl, at Long Beach, Cal.

BASCOM TALLEY Jr., an attorney of Bogalusa, La., has joined the staff of WWL, New Orleans, taking charge of the bookings of the WWL *Dawn Busters* troupe throughout Louisiana and Mississippi.

HANS C. ADAMSON, aviation expert, has joined the military staff of WOR, Newark. Mr. Adamson, from 1925 to 1932 was civilian assistant to F. Trubee Davidson, then Undersecretary of War in charge of aviation, and has written extensively on aviation.

NORMAN CORWIN, CBS New York writer-producer, having directed two *Forecast* programs for the network and completed collaboration with John Twist in writing an RKO screen version of "Two on an Island", on Aug. 27 left Hollywood for Miami where he will fulfill commitments at Max Fleischer Cartoon Studios. Corwin will write screen dialog and direct voices for an as yet untitled Fleischer production.

DON FORBES, Hollywood commentator, has been signed by MCA to m. c. the nightly open air show at the California State Fair, Aug. 30 to Sept. 9, at Sacramento. Forbes is handling the assignment during vacation from his six-weekly quarter-hour NBC *Richfield Reporter*, sponsored by Richfield Oil Co.

BILL GOODWIN, Hollywood announcer, has been signed to handle commercials on the weekly half-hour NBC *Camel Caravan*, sponsored by R. J. Reynolds Tobacco Co., during its origination from Catalina Island, Cal. He will be featured in a motion picture while on the West Coast.

REX COREY, formerly KFI-KECA, Los Angeles, staff pianist, has been appointed musical director of KMPC, Beverly Hills, succeeding Hugh Lawrence, resigned.

MYRON DUTTON, NBC Hollywood director, and Claudia Pierce, non-professional, were married Aug. 16 at Westwood Village, Cal.

CAPT. DOUGLAS AITCHESON, studio engineer, CKLW, Windsor, Ont.; Second Lieut. Campbell Ritchie, CKLW traffic manager, and Second Lieut. Budd Lynch, CKLW sports announcer, were in camp two weeks near London, Ont., with the second Battalion of the Essex Scottish Regiment. James Van Kuren, CKLW announcer, and Raymond Laforet, secretary, have joined the Essex Regiment (Tank), for home defense training.

WBT's Hero

SAM GRIER, page boy of WBT, Charlotte, N. C., on Aug. 11 saved an eight-year-old girl from drowning during the hurricane which struck Charleston, S. C. Week-ending in Charleston, Grier was watching huge waves break over a pier during the height of the storm when he spotted the child frantically struggling to reach shore as the strong wind kept sweeping her back. Leaping to her aid, he pulled her to safety in a few seconds.

JOHN K. CHAPEL, author and traveler, has joined the announcing and production staff of KROW, Oakland, Cal., replacing Frank Austin, resigned.

RHODA LeCOCQ, in charge of the spot announcement service of KOIN, Portland, Ore., has been assigned to the continuity staff as a writer.

WANDA WOODWARD, supervisor of audience mail of KGO-KPO, San Francisco, was married in August, her twelfth year with the stations, to Jack Watson of the Market Street Railway Co.

DOROTHY SUNDSTROM, registered nurse, has joined NBC-Chicago in charge of the first aid room.

CECIL HALE, announcer at WFAA, Dallas, is father of a son, George Frederick, born Aug. 11.

MARTIN BASS has joined KANS, Wichita, as news editor.

LAURA MAY STUART, director of women's programs on WCAU, Philadelphia, is greeted by the station's special events department on her return from a 7,000-mile circle air tour around the country. Miss Stuart made her flying junket a combination vacation and material-gathering tour for her *For Women Only* programs. Here she is at the Philadelphia Airport Aug. 20.

ROBERT JONES, formerly with WOKO-WABY, Albany, N. Y., has joined the announcing staff of WDRC, Hartford.

BOB GOODMAN formerly a free lance writer and agency man, has been added to the sales staff of KROW, Oakland, Cal.

TAMARA ANDREEVA on Sept. 2 was to be transferred from the CBS New York publicity department to the network's Hollywood headquarters as fashion editor.

STEWART SHIEL has joined WSAM, Saginaw, Mich. as announcer and continuity writer. Mr. Shiel previously was employed in the same capacity at WTOL, Toledo.

BUD HIESTAND, Hollywood announcer, has been signed to handle commercials on the CBS-Gulf *Screen Guild Theatre*, which resumes Sept. 29 after a summer layoff, under sponsorship of Gulf Oil Corp.

MIKE FRANKOVICH, Hollywood sports commentator, has been signed by Paramount Studios to portray a radio announcer in "The Quarterback," now in production.

J. OREN WEAVER, news editor of WBBM-CBS, Chicago, has been named to the awards committee of Sigma Delta Chi, national professional journalistic fraternity, to judge annual prizes for superior journalistic work.

JACK TISCH, formerly of the NBC-Chicago guest relations staff and graduate of the announcers' school, has joined WSJS, Winston-Salem, N. C. For a short time before taking his new job, Tisch was temporary announcer at WKZO, Kalamazoo.

JEROME SCHWARTZ, CBS Hollywood continuity writer, is in New York on a business and pleasure trip, having left the West Coast Aug. 15 aboard the *Washington*.

CAPT. JACK REILLY, promotion manager of KOY, Phoenix, who handled promotion for the Chicago Century of Progress for two years and the 1939 New York World's Fair, has been appointed superintendent of the Arizona State Fair.

Add KVOR to Your CBS Mountain Group List

Sell Southern Colorado *from Within!*

● WHAT A BUY! For only $50 per evening hour (less earned discounts) you insure for your program effective coverage of Southern Colorado from within, and add to your present CBS Mountain Group list the station which has dominant influence in the spending of $42,453,000 per year in the retail stores of its area. Take advantage of KVOR's proven selling power to cash in on Southern Colorado's proven buying power by adding this outstanding station at nominal cost to your CBS Mountain Group list . . . today!

Only $50 PER HOUR
EVENING: LESS EARNED DISCOUNTS

KVOR COLORADO SPRINGS
CBS Station for Southern Colorado

THE OKLAHOMA PUBLISHING CO. * THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN * WKY, OKLAHOMA CITY * KLZ, DENVER
(Affiliated Management) REPRESENTED BY THE KATZ AGENCY, INC.

1000 WATTS FULL TIME

SHERWOOD GORDON, formerly with WGRC, New Albany, Ind., has joined WOMT, Manitowoc, Wis., as newscaster. Jerry Saxon of Chicago, succeeds Bud Sovde, announcer, who resigned to join the George Abbott Players in New York.

FRANKLIN BINGMAN is announcing the weekly NBC *Hour of Smiles*, sponsored by Bristol-Myers Co., (Ipana, Sal Hepatica), during its Hollywood origination filling-in for Harry Von Zell.

EDWARD BROWNING, Jr., formerly program director of WDEL, Wilmington, Del., has joined the announcing staff of WBAB, Atlantic City.

FRED DAIGER, announcer at WAPI, Birmingham, Ala., has resigned to become program director of WSUN, St. Petersburg, Fla.

KEN WRIGHT, organist of WKY, Oklahoma City, has received his private pilot's license, despite the fact that his own plane was demolished in a hangar accident and he had to borrow another plane for the test.

LOU FISHER, announcer of WCAU, Philadelphia, will take a four-month leave of absence, starting Sept. 15, for a cruise as a member of the Naval Reserve.

Dial Clue

THROUGH the alertness of the post office, a freak address letter was delivered to Terry MacAuley, conductor of the *Swing For an Hour* program on WEW, St. Louis. Letter arrived addressed to Mr. MacAuley with no other address than a picture of a radio set with the dial set at 760, WEW's frequency.

HENRY McPHERSON, the *Mystery Chef* for Tetley's Tea Co. on WCAU, Philadelphia, has initiated a drive to aid underprivileged children. He is turning over to the Salvation Army 10% of the proceeds of the 25-cent cook-books he sells to radio listeners on his twice weekly program.

CARL HERZINGER and Stanley Davis, Hollywood radio writers, have been signed by Republic Studios to write additional material for Barbara Jo Allen (Vera Vague), to be used in her forthcoming picture, "Melody and Moonlight".

JOHN J. DIXON, program director of WROK, Rockford, Ill., is the father of a boy born Aug. 14.

BILL McANDREW, news editor of WRC-WMAL, Washington, is convalescing from the attack of typhoid fever which he contracted at the Republican national convention in June.

JOSEPH SCHERTLER, a graduate of Duquesne U, has been named accounting assistant to Dave Dickson, office manager of KDKA, Pittsburgh.

GEORGE VANDEL, of the production department of WMAL-WRC, Washington, on Oct. 1 is to marry Michelene Hardy, New York debutante.

DON DOWD, announcer of NBC-Chicago, on Aug. 23 married Betty Anne Brown, production assistant and actress of the same company.

IRA WALSH, sports commentator at WPEN, Philadelphia, has taken over the publicity desk vacated by Lillian Slater.

JOHN BEVERLY, executive producer-director of the *Hollywood Theatre of the Air*, has returned after New York conferences with Li Ling Ai, Chinese writer-producer, on plans to present the Yuan Dynasty play, "Chalk Circle," on a network program.

BILL KENNEDY has returned as announcer to WWJ, Detroit, after an absence of two years in which he was on the West Coast and with WTAM, Cleveland.

STANLEY McAFEE, of WBT, Charlotte, N. C., has resigned to join the Navy as a commissioned officer.

BERT BARRY, KROY, Sacramento, Cal., announcer and newscaster, has returned after a six-week summer course at Columbia Radio School, New York.

BOB HERA, director of public relations of WIP, Philadelphia, has been named to the board of governors of the Merchantville Playcrafters, South Jersey theatre group.

WAYNE MILLER, news editor of Hixson-O'Donnell Adv., Los Angeles agency on the six-weekly quarter-hour NBC *Richfield Reporter* sponsored by Richfield Oil Co., has returned after two weeks in New York where he studied NBC news handling methods and conferred with A. A. Schechter, Special events director.

CARL GEORGE, program director of WGAR, Cleveland, is the father of a baby boy, born Aug. 16. Mrs. George was formerly Mildred Bruder, senior hostess at WGAR. Lawson Deming, WGAR Traffic Manager, became the father of a boy August 10.

KEN CRAIG, chief announcer at KSFO, San Francisco, has announced his engagement to Ethel Gianetti, nonprofessional.

MRS. CELESTINE MURPHY, editor and publisher of the *Sonoma Index-Tribune*, has taken over the directing of the KSFO, San Francisco, *Farm Journal*.

HUBERT BOWEN, formerly with WSUI, Iowa City, Ia., has joined the announcing staff of KSCJ, Sioux City, Ia.

PAUL ROSCOE, former program director of KVAK, Atchison, Kan., has joined KGFW, Kearney, Neb., as program director. He replaces Al Ray Brown, transferred to the new KHAS under construction in Hastings, Neb. Both stations are directed by Lloyd C. Thomas.

JAMES HURLBUT, of the news department of WJSV, Washington, is the father of a baby boy born Aug. 24. It is his second child.

MARTIN GABOWITZ, studio pianist at KYW, Philadelphia, under the name of Martin Lowell, is writing popular songs for the G-Z Musical Arts Publishing Co., New York.

FRED MEARS, formerly of NBC's press department in New York, on Aug. 26 joined MBS as assistant to Lester Gottlieb, director of publicity. Mr. Mears replaces James Costello, resigned.

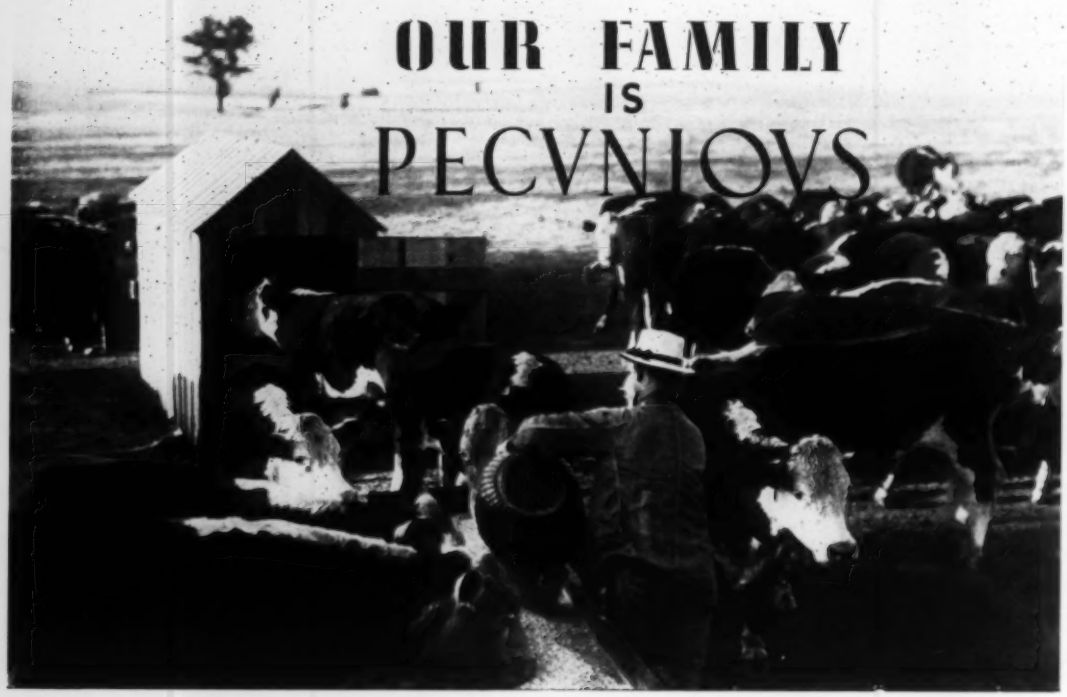
SHIRLEY RYLANDER, secretary to Crane Wilbur, Hollywood script editor of Ruthrauff & Ryan, on the CBS *Big Town* program, and Robert Reusche, film technician of Technicolor Motion Picture Corp., were married Aug. 24 in that city.

DON OTIS, KFAC, Los Angeles, announcer-producer, along with his station duties, has been appointed head of the radio department of Jack Stern Studios, talent training school, in that city. In addition he is also commentator on the weekly Paramount newsreel.

ROBERT LITTLE, of the WOWO-WGL, Fort Wayne, Ind., news staff, covered the Wendell Willkie notification ceremonies at Elwood, Ind.

FOX CASE, CBS western division director of public relations, Hollywood, has been appointed radio chairman of the Winter Sun Carnival sponsored by the Southern California All-Year Club.

FRANCIS K. LOHMANN has returned to WVFW, Brooklyn, to handle a name-star show titled *Varieties at 1400*.



PECUNIOUS, ***Abounding in money; wealthy; (from Latin,*** *pecuniosus* ***— meaning wealth in cattle.)***

Yes, Our Family is pecunious . . . but cattle or even wheat makes up only **part** of their gigantic, year-round income.

Diversification of industry throughout Kansas and four adjoining states brings Our Family* **daily cash** from agriculture, meat packing, mining, oil wells, manufacturing, transportation and the hundred-and-one other sources that make for A CONSISTENT 12-MONTH MARKET.

Dominating this desirable market . . . influencing sales and distribution is WIBW . . . ready to help **you** to become PECUNIOUS.

*1,321,980 of 'em.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

GUYDO DELLA-CIOPPA, in charge of production for *Aunt Jenny's Real Life Stories* sponsored on CBS by Lever Bros. Co., Cambridge, Mass., on Aug. 24 married Flora Darrah Cooper in Philadelphia.

JOHN K. CHAPEL, formerly of KSFO, San Francisco, has joined the production staff of KROW, Oakland, Cal.

LEE GOLDSMITH, for several years a member of the production department at KSAN, San Francisco, has been named program director.

GORDON ROTH, newscaster and announcer at KRE, Berkeley, Cal., and Alene Jeffers, of Palo Alto, were married recently.

CARROLL CARTER of the mail room of WHO, Des Moines, on Aug. 18 married Ruby Stacy, that city.

BOBBY GRIFFIN, announcer of WHO, Des Moines, and Betty Griffin were re-married recently in Versailles, Mo.

NORMAN MacDONNELL of CBS Hollywood tours division, has been elevated to junior producer.

BOB TUTT, KROY, Sacramento, Cal., chief announcer, and Esther Varasso, that city, have announced their engagement.

JACK REILLY, promotion manager of KOY, Phoenix, has been loaned to the Arizona State Fair Commission as superintendent.

CLAIRE BROUGHTON BILLETT, Canadian writer, is adapting her mystery novel, *The Smooth Silence*, to television, in quarter-hour episodes. It will be televised ovr W6XAO, Los Angles, in the near future.

CHUCK OSTLER of the WLS, Chicago, transcription department, on Sept. 14 will marry Della Rynn.

NBC Chi. Salesmen

APPOINTMENTS of two new salesmen to the staff of the NBC Central Division network sales department were announced Aug. 22 by Sidney N. Strotz, vice-president and general manager. Robert G. McKee, for many years part owner and executive vice-president of Homer McKee Inc., Chicago agency which was discontinued when Homer McKee became a vice-president of Blackett-Sample-Hummert, and a graduate of Indiana U, has joined the Blue network sales staff headed by Paul McCluer. Frank J. O'Leary, for seven years a member of the sales staff of Conde Nast Publications, Chicago, and a graduate of Illinois U, has joined the Red network force headed by Harry C. Kopf.

Mr. McKee

Augusto M. Vargas

AUGUSTO M. VARGAS, 28, for two years conductor of a Spanish program on KRE, Berkeley, Cal., was believed by police to have committed suicide on Aug. 22 by leaping from the San Francisco - Oakland bridge. Police found his auto abandoned on the span. In it were two notes, one in Spanish another in English, which authorities claimed, indicated that Vargas contemplated suicide. Relatives stated he had been despondent over ill health.

Capt. William Royle

CAPT. WILLIAM ROYLE, former World War pilot and a pioneer in West Coast radio as actor and producer, died in Hollywood Aug. 9, from a heart attack. He had been in ill health for some time.

KDKA all the way!

PITTSBURGH

THE EAST

THE NEW PENNSYLVANIA TURNPIKE LIES WHOLLY WITHIN THE KDKA PRIMARY

This new Super Highway streaks its one hundred and sixty miles through the mountains and along the valleys of Pennsylvania... to link Pittsburgh's great industrial plants with the East... and to further facilitate the distribution of Pittsburgh products. Orders are pouring into the Pittsburgh District, heart of the KDKA Master Market, at a rate that will, during the remainder of 1940, double the payroll of the first half of the year!

Use 50,000 Watt KDKA to carry your sales message to the entire Tri-State Area . . .

Westinghouse KDKA Pittsburgh

"The Only Master Key to the Master Market"

REPRESENTED BY NBC SPOT SALES

WTIC
Dominates Connecticut and Western Massachusetts
HARTFORD CONN.
50,000 WATTS
NBC RED network
NATIONAL REPRESENTATIVES
WEED AND COMPANY
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

Now 1000 WATTS
(FULL TIME)

KFRO
"Voice of East Texas"
KFRO covers "Texas richest market" — where over 1,000,000 people enjoy the abundant resources of the world's largest oil fields and income from rich agricultural and stock-raising enterprises. East Texans have "ready-cash" to spend 12 months a year! Tap this empire of vast wealth with your sales message via KFRO.
For further information consult our National Representatives or James R. Curtis, Longview, Texas.
COVER East Texas from the CENTER

New WDAK Staff

AUTHORIZED last May by the FCC to operate with 250 watts on 1310 kc., the new WDAK, West Point, Ga., which began operation Aug. 10, has announced its personnel. L. J. Duncan, local theatre chain owner and holder of a one-third interest in the new station, has assumed the duties of general manager and commercial manager. Others are: Thomas C. Phillips, formerly of WGAU, Athens, Ga., program director; J. J. Williams, previously with WCOS, Columbia, S. C., chief engineer; G. C. Hunt, from WMGA, Moultrie, Ga., engineer; Percy Elliott and Bob Hess, announcers. Transmitter and studios, located in the General Tyler Hotel, are RCA equipped throughout and a Wincharger radiator is used.

WKPA Completes Staff

POSTPONEMENT until Oct. 1 of the opening of the new WKPA, New Kensington, Pa., near Pittsburgh, originally scheduled to go on the air Sept. 1, has been announced by Les Ryder, general manager, formerly of WPID, Petersburg, Va. Mr. Ryder announced the following staff appointments: Lou Klein, formerly with WJRD, Tuscaloosa, and other Alabama stations, sales manager; Gerald Coleman, from KDKA, Pittsburgh, chief engineer; Ann Erickson, from KOBH, Rapid City, S. D., and Max Goldberg Adv. Agency, Denver, program director; Norman Brown, salesman; Henry Mattingly, from WPID, assistant chief engineer; James Williams, from WRTD, Richmond, chief announcer; Presley Roper, New York. WKPA will operate with 250 watts daytime on 1120 kc.

Willmar, Minn., Bow

THE NEW KWLM, Willmar, Minn., expects to begin operation by Sept. 28, with 100 watts on 1310 kc., according to announcement Aug. 23 by Edgar Parsons, manager. Mr. Parsons formerly was commercial manager of KFAM, St. Cloud, and more recently with WCLS, Joliet, Ill. Installation of the Western Electric transmitter and Blaw-Knox vertical radiator is being supervised by Hector Skifter, St. Paul consulting engineer. Verne Baumgartner, formerly of WHLB, Virginia, Minn., and WEAU, Eau Claire, Wis., is chief engineer. H. W. Linder is president and controlling owner of Lakeland Broadcasting Co., with minority stock held by a group of Willmar businessmen. The *Willmar Tribune*, while not financially interested, is cooperating with the new station and an arrangement is being worked out whereby the station will procure daily program listings in exchange for time. United Press news has been contracted.

WHUB Staff Named

STAFF of the new Cookeville, Tenn. local station, WHUB, which went on the air July 20 on 1370 kc., has been announced by M. L. Medley, owner and manager, as follows: Bill Reeves, Nashville, sales manager; Gene Edwards, formerly of the West Coast, program director; Charles Duke and Denzil Pulley, Nashville, engineers; Bob Davidson, Petersburg, Tenn., Joe Mabry and Albert Brogdon, Cookeville, announcers; Charles Reeves, Cookeville, control operator.

DOING A REMOTE job at the American Farm Bureau Federation convention in Biloxi, Miss., Aug. 19-21, Woody Hattic (right), farm program director of WWL, New Orleans, was able to get for his station the distinction of being the first to place the new Secretary of Agriculture, Claud Wickard (left) on the air. Mr. Wickard had been named a few hours previously to succeed Secretary Henry Wallace.

Radio's Tidings

CREDIT to radio another "first". Claude R. Wickard, new Secretary of Agriculture, learned of his appointment to the cabinet post Aug. 19 by accidentally overhearing a news broadcast from WWL, New Orleans, while lounging in a hotel lobby at Biloxi, Miss., where he was attending a Farm Bureau convention. He was discussing soil-building practices with a chance acquaintance in competition with the lobby radio when his name was mentioned and there followed word of the nomination. His acquaintance grabbed him by the arm and exclaimed, "Why that's you!"

NBC Setup in S.F.

THE San Francisco offices of the NBC, in keeping with the recent separation of the sales organization of the company [BROADCASTING, Aug. 15] has made a corresponding division in its sales setup. General Manager Al Nelson has appointed Gene Grant to head the Blue Network sales force in San Francisco and Harry Bucknell to have the corresponding position with relation to the Red Network. Bill Ryan remains general sales manager of the NBC San Francisco stations.

FCC Attorney Rule Change

FCC employes who resign from the staff to practice law may not do so until their leaves of absence have expired, the Commission ruled Aug. 16 in an amendment to Section 1.38 of its Rules of Practice and Procedure. The rule was made after the Commission had been informed that recently resigned attorneys were still drawing pay for unexpired leaves and were already representing clients. This situation, it is learned, has been entirely cleared up by reason of completion of leaves. The new rule, added as subsection (b), reads: "No member, officer or employe of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or handling of any matter before, or to be submitted to, the Commission."

BALTIMORE SALUTE FOR WBOC'S DEBUT

A SPECIAL four-hour dedicatory program, featuring salutes from several of the Baltimore stations, will inaugurate the new WBOC, Salisbury, Md., on or about Sept. 15. Granted last April to the Peninsula Broadcasting Co. to operate with 250 watts on 1500 kc. [BROADCASTING, Apr. 15], the new local is owned by a group of 29 Maryland business and professional men headed by John W. Downing, of Salisbury, a State banking commissioner, and including W. O'Brien and Clarence W. Miles, Baltimore attorneys identified with the ownership of WCAO. Officers besides President Downing are William F. Allen, Salisbury banker, vice-president; Albert W. Ward, secretary of the State Tax Commission, secretary; John T. Holt, local oil company manager, treasurer; Lena R. Dashiell, of Salisbury, assistant secretary-treasurer.

Station staff is headed by Deane S. Long, formerly with the deleted WSAL, Salisbury, who will be manager, program director and chief announcer. Others include Alton Lankford and H. Fulton Brewington, both also of WSAL, salesmen; Jane Allen, continuity chief; Sam Carey, of WSAL, and John Greenberger, previously with WGAL, Lancaster, announcers; Sam Belote, bookkeeper; Annabelle Phillips, receptionist; James Solloway, studio guide. Chief engineer is Edward J. Hagert, from WSAL, and his staff includes Bernard Beck, from WGAL; Peter A. Alfonsi, formerly with WJEJ, Hagerstown, Md.; Eugene DeShiell, recent graduate of CREI.

The station is RCA equipped throughout and its three studios were soundproofed by Johns-Manville Co. WBS library will be used and UP news carried. A 360-foot Lingo tower has been erected.

WBRW On The Air

THE new WBRW, Welch, West Va., authorized by the FCC May 15 to operate with 250 watts on 1310 kc., went on the air Aug. 25 and Harold McWhorter, general manager, has announced the addition of the following personnel: Joe Herget, formerly with the West Virginia Network, program director; David Fann, salesman; Harold Haught, formerly with WPAR, Parkersburg, West Va., announcer; Thomas Phillips and George Yazell, both from WBTH, Williamson, West Va., engineers. A 180-foot Union Metal Mfg. Co. vertical radiator has been erected atop the Dor Bldg., adjacent to the studios on Riverside Drive.

Buying Out WTMC

THE News-Journal Co., publisher of the *Pensacola News* and *Journal*, a John H. Perry newspaper which also operates WCOA, Pensacola, has applied to the FCC for authority to purchase full ownership of WTMC, Ocala, Fla., from John T. Alsop, Jr., former mayor of Jacksonville who placed the local station in operation in July, 1939. Having recently acquired 99 out of 200 shares, the Perry interests propose to buy the remaining 101 shares for $11,716. The Perry interests [BROADCASTING, Aug. 15] have also applied for authority to buy control of WDLP, Panama City, Fla.

PERFORMANCE + ECONOMY = PROFITS!

WJMS—Ironwood, Mich.

ONE GATES' INSTALLATION DESERVES ANOTHER!

MR. STATION MANAGER—

Up Go Your Profits When Lower Equipment Costs Are Possible Without Sacrificing Performance!

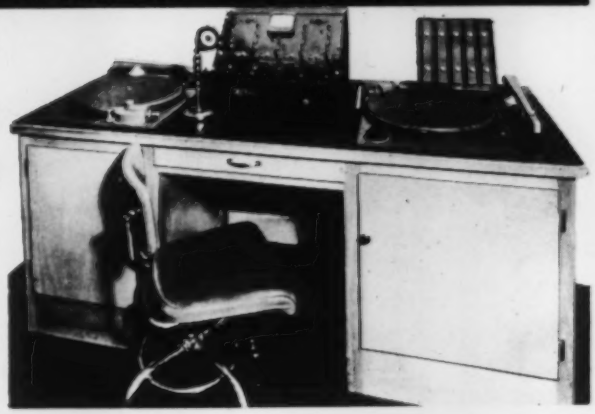
WATW - Ashland, Wisc.

In August, 1938, Station WJMS, Ironwood, Mich., placed an order for the Gates Deluxe Model 250-A Broadcast Transmitter, shown above. Their results from added signal strength and performance were so astounding, that they subsequently placed a duplicate order for their new station, WATW, Ashland, Wisc., which went into operation May 1, 1940.

Increased Signal, Improved Performance . . . with

GATES AMERICAN DELUXE BROADCASTING EQUIPMENT

A "good" equipment installation must do more than meet requirements immediately . . . it must meet the *test of time* with continued, efficient performance. This is the kind of job Gates did for WJMS and the reason why both stations (WJMS and WATW) are now equipped throughout with Gates studio, transmitting and remote apparatus. This performance record is even more pertinent when it is realized that the heavy iron and copper deposits attenuate the signal in this Northern Peninsula region and thereby necessitates use of the best apparatus available. The Gates 250-A Transmitter affords unusually high efficiency of 73% or better, while the maximum operating load is less than 2/3 the power supply rating. The "250-A" is the only transmitter on the market complete with peak limiting amplifier, spare tubes, extra cabinet and antenna tuning unit *without extra charge!*



Control Room equipment furnished by Gates American Corp., for Station WATW.

➡ *FOR SPECIFIC INFORMATION write today for technical and cost data about the Gates 250-A Transmitter and other studio, transmitting and remote equipment. Address all inquiries to—*

GATES
QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION

WAVE
DOES
NOT
CAP
CLIMAX (Ky.)!

There's something anti-climactic about trying to cover hamlets like Climax, Ky. Especially when facts prove that the *Louisville* Trading Area has *86% more* income-tax payers than the rest of Kentucky *combined!* WAVE, *alone*, caps this moneyed market—gets maximum attention because it's the *only* N.B.C. outlet within 100 miles! Want some more worth-knowing facts? A note will bring them.

LOUISVILLE'S
WAVE
INCORPORATED

1000 WATTS . . . 940 K.C. . . . N.B.C.

FREE & PETERS, INC., REPRESENTATIVES

Birth of Daily Programs From Europe Early in Crisis Recalled by Shirer

"MY HOME OFFICE thought I was crazy."

Vividly recalling that challenge, William L. Shirer, CBS Berlin correspondent, tells in the September *Atlantic Monthly* how he proposed the first daily news broadcasts from Europe and later successfully inaugurated daily news roundups from the important European capitals.

Mr. Shirer

Relating his exciting saga of broadcast experiences in the present and pre-war crises, Shirer recalls the difficulties overcome in convincing CBS that his idea was practicable. With daily broadcasts from Europe now a commonplace though dramatic network feature, the noted radio correspondent says few realize the problems that arise in bringing Europe to American loudspeakers.

En Route to Family

"No other country receives regular broadcasts of its own from both sides in this war" Mr. Shirer writes. "That we do is a tribute to the enterprise and sense of responsibility of American broadcasting."

And then the story unfolds: It started during the Austrian Anschluss early in 1938. On his way to visit his wife and new-born child, Shirer found himself in the middle of the biggest news event since Armistice I.

Unable to make a broadcast of the teeming events which were taking place—the Germans had already taken over the Austrian radio outlets—Shirer flew to London to give his eye-witness story to the world via the BBC.

Columbia in New York was impressed. At 5 o'clock next day a transatlantic telephone call: Could Shirer arrange a European roundup from Paris, Rome, Berlin and Vienna for 12 that midnight! Yes, of course. New York would call back to arange exact time schedules.

Fast Action

Shirer hung up. "Yes, Yes, of course." The words seemed to re-echo a mocking challenge. Shirer knew that previously there had been about two European roundups a year. And these were months in preparation. Even then things did not go off perfectly. There was the time Budapest failed to come in at all; and on another occasion Berlin and Stockholm talked simultaneously.

Seven hours to arrange it. Where to start? Shirer hadn't the faintest idea. A hurried call to Ed Murrow, CBS European manager in Vienna. He'd help. But who would speak from these capitals? Time was passing, valuable minutes. He and Murrow had newspaper friends in all the capitals. Long distance calls: Ed Mowrer in Paris—O.K.—Frank Gervasi in Rome — O.K. — Pierre Huss, Berlin—Right!—More calls. And the engineers of the PTT, Paris, EIAR Turin, and RRG in Berlin lined up.

Facilities? Murrow agreed to arrange Vienna and Berlin. Shirer knew they'd be well taken care of. But Paris had no shortwave transmitter powerful enough to reach New York. Shirer would have to order telephone lines to the nearest French shortwave transmitter. Another call, and it was arranged.

More valuable minutes passed. Gervasi from Rome: Italians can't arrange it on such short notice. Another hitch. Could Gervasi dictate a speech to be read by Shirer from London? Before he hung up, Gervasi was 'giving' it to a stenographer in London. Calls from Vienna, Berlin and Paris, to check time cues.—All O.K.

Exceeded Hopes

"Midnight came," Shirer writes. "Through my earphones, I could hear on our transatlantic feedback the smooth voice of Bob Trout announcing the broadcast from our New York studio. It succeeded beyond our fondest expectation. American radio had made a discovery. It found a new job to perform. Through radio's peculiar magic, men thousands of miles away on the scene of action, could penetrate into Amercian homes and relate, simply and sincerely, the first-hand story of Europe plunging inexorably towards war."

The remainder of the article, titled "Berlin Speaking," follows the radio adventures and trials of Shirer in Czechoslovakia during and before Munich; in Poland during the blitzkrieg; and in Berlin in the early days of the present war.

"It was the Czech crisis," he writes, "which made daily, first-hand coverage a permanent thing in American Radio. Reluctant at first to allot its correspondent in Prague so much as five minutes of time a day, Columbia within a week was carrying a dozen broadcasts a day from European capitals."

DAIRIES TO STAGE BROADCAST DRIVE

AMERICAN DAIRY Assn., newly-formed cooperative group designed to promote greater use of dairy products throughout the United States, has appointed Lord & Thomas, Chicago, to formulate plans and handle the forthcoming campaign. It is the ultimate aim of the association to have all States participate in the promotion. Approximately 10 have thus far agreed to cooperate.

The same type of promotion used by the California Fruit Growers Assn., also handled by Lord & Thomas, is planned at present, with radio getting the majority of attention. Markets and products will determine the type of radio to be used and whether it will be national spot or network. Lord & Thomas expects to have more complete plans worked out within the next six weeks or two months. It is expected that approximately $250,000 will be spent in the initial campaign.

Chase & Sanborn Returns

STANDARD BRANDS, New York (coffee), through J. Walter Thompson Co., that city, after an eight-weeks summer layoff, on Sept 1 resumes for the 12th consecutive season the weekly half-hour *Chase & Sanborn Show* on 70 NBC-Red stations, Sunday, 8-8:30 p.m. (EDST). Edgar Bergen with Charlie McCarthy will continue to be featured. Donald Dickson returns as vocalist with Robert Armbruster musical director. Deanna Durbin, featuring song hits from her new Universal picture, "Spring Parade," is to be guest artist on the opening program. Vera Vague (Barbara Jo Allen), returns to the cast with the Sept. 8 broadcast. Ben Alexander continues as announcer, with Maurice Holland agency producer. Dick Mack supervises writing.

Chamberlain on Red

CHAMBERLAIN SALES Corp., Des Moines (hand lotion), on Nov. 10, will start sponsorship of a weekly half-hour Sunday musical and dramatic program on 30 NBC-Red stations west of Chicago. The program, contracted for 13 weeks, will feature an orchestra, singer, and prominent women guests, and will originate at KOA, Denver. Title selected is *Chamberlain's Lovely Lady*. L. W. Ramsey Co., Des Moines, handles the account.

Danya Spots

LAMONT CORLISS & Co., New York, on Oct. 7 starts its fall campaign for Danya hand lotion using thrice-weekly participations on home economics and women's programs on stations in eight cities, New York, Philadelphia, Chicago, Pittsburgh, San Francisco, Los Angeles, Seattle and Portland. Campaign will run for 26 weeks, according to J. Walter Thompson Co., New York, agency in charge.

Store Windows Aid Promotion of CBS 'Forecast'

Thirty Displays Are Shown; New Promotion Foreseen

THIRTY department stores throughout the country have tied in window displays showing fall fashions with *Forecast*, the CBS program series demonstrated during July and August for potential sponsors [BROADCASTING, Aug. 15].

Against a large backboard labeled "forecast" are set advance fall clothes styles and an announcement of the next *Forecast* program to be broadcast on the local CBS station. In the window are shown a CBS microphone, pictures of the stars, and a poster telling the time, title and station carrying the program.

The tie-in was planned simultaneously in the New York office of CBS and by KNX, Los Angeles, which secured the first installation, and was sent out over the network by Thomas D. Connolly, CBS sales promotion executive who has recently been named manager of merchandising service, a newly-created post. Established early in August, the service is a recognition of the increasing importance of radio merchandising.

Sees Continued Growth

Interviewed soon after assuming his new position, Mr. Connolly gave no indication that any major change in CBS merchandising policies would occur, but said, "I think we will see the continuing growth of an already well-established service."

"CBS stations in the past four months have rendered voluntary 100% cooperation to advertisers through CBS merchandising plans. All of our stations realize that consistent merchandising is in the best interests of the stations themselves," he continued. "Aggressive CBS stations use all the modern methods to attract listeners, to help the program sell, and to get the interest and cooperation of dealers.

"We concentrate heavily on selling the dealers on the advertising value of programs, on insuring their full cooperation in distribution and sales. Frequent dealer meetings are held at which sales campaigns are planned to supplement broadcasts. Local stations are urged to contact dealers by mail if they cannot do it personally, to take them through their studios and to outline intelligent sales policies for them.

"An obvious and successful method used to attract listeners is local station announcements running for a week or two before the program is to start and reaching a peak the day before. Car cards, billboards, studio window displays and other forms of merchandising are also carried on.

"Merchandising is a big and important job, but the expense of a well-conducted campaign is surprisingly low. Further, the task of merchandising a radio program is one of the simplest things in the world because of what radio is—the advertising medium that sells because it reaches more homes than any other, making dealers welcome and cooperate in merchandising."

Here's News!
* 5,000 WATTS!
*New Operations Commence in the Fall, 1940.
*FULL TIME!
*Commencing This Fall
WLAW
HAS CHANGED THE NEW ENGLAND PICTURE!
WLAW at Lawrence, Massachusetts, now takes its place among the country's foremost radio stations this Fall. With unlimited time and an increase from 1,000 to 5,000 watts power, WLAW will now serve a listening audience of more than 3,000,000 people within its 0.5 m v contour.
WLAW is owned and operated by Hildreth & Rogers Company, publishers of the Lawrence Daily Eagle and the Evening Tribune, Lawrence, Mass.
680 KILOCYCLES

Broadcast Station Income by Community Size

(FCC Compilation Based on

Stations with Time

Item	Number of Stations	Revenue from the Sale of Station Time					
		Network			Non-network		
		To Major Networks	To Regional Networks	To Other Networks and Stations	To National and Regional Users	To Local Users	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Metropolitan districts:							
2,000,000 or over (Pop.):							
Communities with 9 or more stations	67	$5,398,935	$364,642	$3,835	$9,780,679	$8,334,471	$23,882,562
Communities with 6 stations	6	940,892	.....	.....	1,177,773	1,123,966	3,242,631
Total	73	6,339,827	364,642	3,835	10,958,452	9,458,437	27,125,193
1,000,000 to 2,000,000 (Pop.):							
Communities with 9 or more stations	10	411,247	100,654	384	535,557	728,214	1,776,056
Communities with 7 stations	7	581,427	.....	.....	715,880	828,873	2,126,180
Communities with 5 stations	5	582,653	277	52,579	877,410	664,432	2,177,351
Communities with 4 stations	4	735,454	.....	.....	594,513	515,371	1,845,338
Total	26	2,310,781	100,931	52,963	2,723,360	2,736,890	7,924,925
500,000 to 1,000,000 (Pop.):							
Communities with 6 stations	6	465,558	.....	4,265	474,266	272,916	1,217,005
Communities with 5 stations	20	2,722,472	81,419	51,710	2,558,470	1,852,094	7,266,165
Communities with 4 stations	8	807,813	3,642	4,095	689,515	1,162,667	2,667,732
Communities with 3 stations	6	238,319	5,173	6,123	551,721	526,516	1,327,852
Total	40	4,234,162	90,234	66,193	4,273,972	3,814,193	12,478,754
250,000 to 500,000 (Pop.):							
Communities with 7 stations	6	235,362	12,431	.....	193,496	275,354	716,643
Communities with 6 stations	5	309,365	16,062	.....	229,814	298,734	853,975
Communities with 5 stations	9	479,717	.....	84,414	487,801	649,084	1,701,016
Communities with 4 stations	19	1,469,972	58,478	23,901	1,494,136	1,309,677	4,356,164
Communities with 3 stations	25	1,970,983	36,575	83,503	2,186,604	1,787,345	6,065,010
Communities with 1 or 2 stations	16	505,501	61,692	.....	594,057	958,232	2,119,482
Total	80	4,970,900	185,238	191,818	5,185,908	5,278,426	15,812,290
100,000 to 250,000 (Pop.):							
Communities with 4 stations	14	762,584	.....	1,578	578,059	655,918	1,998,139
Communities with 3 stations	20	1,433,453	20,389	878	1,646,068	1,433,118	4,533,906
Communities with 2 stations	36	900,579	65,062	20,455	994,819	1,837,924	3,818,839
Communities with 1 station	19	256,520	50,180	2,808	659,019	1,144,509	2,113,036
Total	89	3,353,136	135,631	25,719	3,877,965	5,071,469	12,463,920
Places not in metropolitan districts:							
50,000 to 100,000 (Pop.):							
Communities with 3 stations	3	89,714	.....	600	120,340	99,112	309,766
Communities with 2 stations	24	597,998	45,394	59,734	851,169	1,250,204	2,804,499
Communities with 1 station	21	137,588	50,704	5,124	510,133	1,139,433	1,842,982
Total	48	825,300	96,098	65,458	1,481,642	2,488,749	4,957,247
25,000 to 50,000 (Pop.):							
Communities with 2 stations	18	184,846	60,662	19,925	352,601	666,751	1,284,785
Communities with 1 station	56	126,258	58,867	10,227	593,142	2,177,123	2,965,617
Total	74	311,104	119,529	30,152	945,743	2,843,874	4,250,402
10,000 to 25,000 (Pop.):							
Communities with 1 station	68	97,632	43,678	15,364	668,764	2,277,283	3,102,721
5,000 to 10,000 (Pop.):							
Communities with 1 or 2 stations	16	56,859	3,263	22,441	328,776	439,894	851,233
Less than 5,000 (Pop.):							
Communities with 1 station	5	1,240	.....	.....	27,471	181,752	210,463

Summary: By Number of

All communities:							
Communities with 9 or more stations	77	5,810,182	465,296	4,219	10,316,236	9,062,685	25,658,618
Communities with 7 stations	13	816,789	12,431	.....	909,376	1,104,227	2,842,823
Communities with 6 stations	17	1,715,815	16,062	4,265	1,881,853	1,695,616	5,313,611
Communities with 5 stations	34	3,784,842	81,696	188,703	3,923,681	3,165,610	11,144,532
Communities with 4 stations	45	3,775,823	62,120	29,574	3,356,223	3,643,633	10,867,373
Communities with 3 stations	54	3,732,469	62,137	91,104	4,504,733	3,846,091	12,236,534
Communities with 2 stations[1]	94	2,188,924	232,810	100,114	2,792,646	4,713,111	10,027,605
Communities with 1 station[2]	185	676,097	206,692	55,964	2,787,305	7,359,994	11,086,052
Total	519	22,500,941	1,139,244	473,943	30,472,053	34,590,967	89,177,148

Summary: By Size

All size groups:							
2,000,000 or over (Pop.)	73	6,339,827	364,642	3,835	10,958,452	9,458,437	27,125,193
1,000,000 to 2,000,000 (Pop.)	26	2,310,781	100,931	52,963	2,723,360	2,736,890	7,924,925
500,000 to 1,000,000 (Pop.)	40	4,234,162	90,234	66,193	4,273,972	3,814,193	12,478,754
250,000 to 500,000 (Pop.)	80	4,970,900	185,238	191,818	5,185,908	5,278,426	15,812,290
100,000 to 250,000 (Pop.)	89	3,353,136	135,631	25,719	3,877,965	5,071,469	12,463,920
50,000 to 100,000 (Pop.)	48	825,300	96,098	65,458	1,481,642	2,488,749	4,957,247
25,000 to 50,000 (Pop.)	74	311,104	119,529	30,152	945,743	2,843,874	4,250,402
10,000 to 25,000 (Pop.)	68	97,632	43,678	15,364	668,764	2,277,283	3,102,721
5,000 to 10,000 (Pop.)	16	56,859	3,263	22,441	328,776	439,894	851,233
Less than 5,000 (Pop.)	5	1,240	.....	.....	27,471	181,752	210,463
Total	519	22,500,941	1,139,244	473,943	30,472,053	34,590,967	89,177,148

[1] Includes data for one station which is the only station in the community.
[2] Includes data for two stations which are in communities with two stations.

and Number of Stations in Each Community

Reports from 705 Stations)

Sales of $25,000 or More								All Commercial Stations			
Deductions from the Sale of Station Time		Revenues from Incidental Broadcast Activities									
			Talent								
Payments to Networks and Stations (from Sale of Time)	Commissions to Regularly Established Agencies, Representatives, Brokers, and Others	Sales	Commissions, Fees, and Profits from Obtaining or Placing Talent	Sundry Broadcast Revenues	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income	No. of Stations	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income
(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
$274,436	$2,526,056	$1,776,015	$64,260	$807,351	$23,729,696	$18,683,389	$5,046,307	78	$23,893,280	$18,863,998	$5,029,282
81,240	448,744	510,383	.....	81,226	3,304,256	2,537,998	766,258	6	3,304,256	2,537,998	766,258
355,676	2,974,800	2,286,398	64,260	888,577	27,033,952	21,221,387	5,812,565	84	27,197,536	21,401,996	5,795,540
.....	201,469	40,210	.....	32,317	1,647,114	1,583,395	63,719	11	1,674,239	1,606,547	67,692
1,027	198,283	183,233	365	58,312	2,168,780	1,823,287	345,493	7	2,168,780	1,823,287	345,493
7,482	218,670	70,079	5,548	99,984	2,126,810	1,235,194	891,616	5	2,126,810	1,235,194	891,616
100,454	157,843	78,731	1,593	21,325	1,688,690	1,193,733	494,957	4	1,688,690	1,193,733	494,957
108,963	776,265	372,253	7,506	211,938	7,631,394	5,835,609	1,795,785	27	7,658,519	5,858,761	1,799,758
1,284	83,947	135,647	317	44,600	1,312,338	983,837	328,501	6	1,312,338	983,837	328,501
34,890	733,814	501,433	15,013	58,777	7,072,684	5,083,208	1,989,476	20	7,072,684	5,083,208	1,989,476
.....	339,563	49,576	1	25,099	2,402,845	1,817,380	585,465	8	2,402,845	1,817,380	585,465
17,904	149,055	47,702	.....	39,891	1,248,486	968,101	280,385	6	1,248,486	968,101	280,385
54,078	1,306,379	734,358	15,331	168,367	12,036,353	8,852,526	3,183,827	40	12,036,353	8,852,526	3,183,827
.....	64,020	56,857	.....	79,161	788,641	642,048	146,593	7	796,198	649,734	146,464
.....	57,011	41,162	.....	40,399	878,525	608,868	269,657	6	896,332	641,352	254,980
13,135	162,443	28,831	1,415	10,171	1,565,855	1,159,973	405,882	10	1,576,185	1,172,926	403,259
3,725	423,687	97,202	5,029	62,230	4,093,213	3,108,770	984,443	20	4,093,926	3,114,631	979,295
23,395	527,252	239,846	60	128,807	5,883,076	4,228,204	1,654,872	27	5,910,761	4,257,716	1,653,045
.....	92,990	33,596	798	38,971	2,099,857	1,602,898	496,959	17	2,121,758	1,631,561	490,197
40,255	1,327,403	497,494	7,302	359,739	15,309,167	11,350,761	3,958,406	87	15,395,160	11,467,920	3,927,240
18,943	153,601	117,949	1,198	103,468	2,048,210	1,633,611	414,599	16	2,072,512	1,657,903	414,609
5,762	406,061	107,378	6,629	113,800	4,349,890	3,389,158	960,732	21	4,368,127	3,406,342	961,785
37,808	277,031	88,458	1,313	80,048	3,673,819	3,136,964	536,855	38	3,721,244	3,174,130	547,114
24,574	156,753	62,692	516	77,701	2,072,618	1,880,036	192,582	21	2,090,093	1,902,379	187,714
87,087	993,446	376,477	9,656	375,017	12,144,537	10,039,769	2,104,768	96	12,251,976	10,140,754	2,111,222
11,121	31,216	5,618	.....	8,157	281,204	240,051	41,153	3	281,204	240,051	41,153
28,232	210,234	83,480	1,702	66,880	2,718,095	2,164,996	553,099	32	2,808,236	2,275,775	532,461
24,628	101,011	68,410	3,232	22,536	1,811,521	1,539,444	272,077	23	1,885,474	1,611,073	274,401
63,981	342,461	157,508	4,934	97,573	4,810,820	3,944,491	866,329	58	4,974,914	4,126,899	848,015
5,659	86,869	38,009	220	34,721	1,265,207	1,091,868	173,339	22	1,330,243	1,177,894	152,349
6,418	134,577	23,159	557	99,267	2,947,605	2,712,670	234,935	75	3,247,046	3,078,720	168,326
12,077	221,446	61,168	777	133,988	4,212,812	3,804,538	408,274	97	4,577,289	4,256,614	320,675
17,569	116,146	24,655	287	55,775	3,049,723	2,816,018	233,705	140	4,187,083	4,013,573	173,510
7,252	57,781	10,076	100	11,526	807,902	798,484	9,418	55	1,289,278	1,270,358	18,920
.....	7,949	3,832	109	22,724	229,179	210,612	18,567	21	422,538	394,530	28,008

Stations in the Community

274,436	2,727,525	1,816,225	64,260	839,668	25,376,810	20,266,784	5,110,026	89	25,567,519	20,470,545	5,096,974
1,027	262,303	240,090	365	137,473	2,957,421	2,465,335	492,086	14	2,964,978	2,473,021	491,957
82,524	589,702	687,192	317	166,225	5,495,119	4,130,703	1,364,416	18	5,512,926	4,163,187	1,349,739
55,507	1,114,927	600,343	21,976	168,932	10,765,349	7,478,375	3,286,974	35	10,775,679	7,491,328	3,284,351
123,122	1,074,694	343,458	7,821	212,122	10,232,958	7,753,494	2,479,464	48	10,257,973	7,783,647	2,474,326
58,182	1,113,584	400,544	6,689	290,655	11,762,656	8,825,514	2,937,142	57	11,808,578	8,872,210	2,936,368
71,699	667,124	243,543	4,033	220,620	9,756,978	7,996,726	1,760,252	109	9,981,481	8,259,360	1,722,121
80,441	574,217	192,824	4,801	289,529	10,918,548	9,957,264	961,284	335	13,121,512	12,270,633	850,879
746,938	8,124,076	4,524,219	110,262	2,325,224	87,265,839	68,874,195	18,391,644	705	89,990,646	71,783,931	18,206,715

of Community

355,676	2,974,800	2,286,398	64,260	888,577	27,033,952	21,221,387	5,812,565	84	27,197,536	21,401,996	5,795,540
108,963	776,265	372,253	7,506	211,938	7,631,394	5,835,609	1,795,785	27	7,658,519	5,858,761	1,799,758
54,078	1,306,379	734,358	15,331	168,367	12,036,353	8,852,526	3,183,827	40	12,036,353	8,852,526	3,183,827
40,255	1,327,403	497,494	7,302	359,739	15,309,167	11,350,761	3,958,406	87	15,395,160	11,467,920	3,927,240
87,087	993,446	376,477	9,656	375,017	12,144,537	10,039,769	2,104,768	96	12,251,976	10,140,754	2,111,222
63,981	342,461	157,508	4,934	97,573	4,810,820	3,944,491	866,329	58	4,974,914	4,126,899	848,015
12,077	221,446	61,168	777	133,988	4,212,812	3,804,538	408,274	97	4,577,289	4,256,614	320,675
17,569	116,146	24,655	287	55,775	3,049,723	2,816,018	233,705	140	4,187,083	4,013,573	173,510 [1]
7,252	57,781	10,076	100	11,526	807,902	798,484	9,418	55	1,289,278	1,270,358	18,920
.....	7,949	3,832	109	22,724	229,179	210,612	18,567	21	422,538	394,530	28,008
746,938	8,124,076	4,524,219	110,262	2,325,224	87,265,839	68,874,195	18,391,644	705	89,990,646	71,783,931	18,206,715

[1] Less than $1 per Capita.

Agencies

DEL KING, formerly in charge of talent for the Russel M. Seeds Co., Chicago agency, has been appointed radio director, replacing R. E. Jeffers who has been named to handle research on special programs. Ed Bottelson, new to agency work, and Paul Larmer, formerly a free-lance radio writer, have been named assistants to Mr. King.

THEODORE W. CATE, for the last 13 years copy chief and radio director of the Mayers Co., Los Angeles, has been appointed advertising and promotion manager of Western Air Express, that city. His successor at Mayers Co. is Dean Simmons, with the agency two years as research director.

DANNY DANKER, Hollywood vice-president of J. Walter Thompson Co., after a week of conferences with executives of Wm. Wrigley Jr. Co., in Chicago, has returned to his headquarters. Wrigley sponsors the weekly CBS *Melody Ranch* with Gene Autry, produced by J. Walter Thompson Co.

BOB LONGENECKER, CBS Hollywood producer for three years, has joined Myron Selznick Inc., Beverly Hills, Cal. talent agency, as assistant to Joseph H. Graham, radio department manager.

FRED G. SWARTZ, president of Pacific Market Builders, Los Angeles agency, has been elected managing director of Southern California chapter of the William Allen White Committee to Defend America.

FREDERICK W. LEO, formerly of Sehl Adv. Agency, Chicago, has joined Stack-Goble Adv. Agency, Chicago, as account executive.

"M-M-M! HUMMING BIRDS' WINGS FER SUPPER!"

Out here in the Red River Valley, living big is no new experience to Silas and his side-kicks! Our hayseeds spend $58,704,000 annually for food-stuffs—and that's 42.3% of all food sales in North Dakota, South Dakota and Minnesota (excepting the counties containing Minneapolis and St. Paul.)

WDAY—the only chain station within 190 miles—gives you this moneyed market of a million-and-a-half buyers at almost unbelievably low cost. Why not look us up—in "Radio Rates"?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Sponsor's Pledge

ACCLAIM by patriotic societies, churches, radio stations and countless individuals, has been accorded the Kroger Grocery & Baking Company's action in including the 29-word pledge of allegiance to the American flag in all its radio programs, according to A. E. Johnston, Kroger advertising manager.

JOHN W. TEALE, formerly with Ronalds Adv. Agency, Montreal, has rejoined that agency as account executive, after dissolution in August of his partnership in Thornton Purkis, Teale & Purkis, Montreal. Mr. Teale was in the advertising agency field in England, came to Canada in 1925, joined the MacLean Publishing Co., then Ronalds Adv. Agency and the James Fisher Co. agency. In 1937 he formed a partnership with Thornton Purkis, advertising agency owner of Toronto.

ALICE SMART, of the radio program division of J. W. Pepper, New York, has been named assistant secretary of the company.

CARL M. GRAYSON, formerly manager of the Food & Grocery Bureau of Southern California, Los Angeles, has established Carl M. Grayson Adv. Agency with offices at 1489 W. Washington Blvd., that city. He will specialize in food accounts.

BRADLEY LANE & ASSOCIATES, and Curt Freiberger Adv. Agency, Denver, have merged their agency interests under the firm name of Lane-Freiberger.

THEODORE B. CREAMER ADV., Hollywood agency, has moved to 701½ S. Lorraine Blvd., Los Angeles.

MALCOLM MacPHERSON, formerly with General Motors Corp. and Selvage & Smith, New York, has joined Ralph H. Jones Co., Cincinnati and New York, as assistant publicity director under Charles M. Robertson Jr., radio director.

STEWART McINTOSH Ltd., Vancouver agency, has opened a branch office at Calgary, Alta.

RICHARD C. WALTER, who formerly headed his own Los Angeles agency, has joined Gogardus Adv. Agency, Pasadena, Cal., as copywriter and account executive.

ROBERT WATSON, one-time advertising manager of O'Connor & Moffatt, San Francisco department store, has joined Ruthrauff & Ryan, that city, as account executive.

RANDOLPH F. SMITH, formerly of Erwin, Wasey & Co., San Francisco, and Leon Livingston Adv. Agency, that city, has joined the copy division of Elwood J. Robinson Adv. Agency, Los Angeles.

TONY STANFORD, formerly Buchanan & Co., New York, producer, has joined the Hollywood staff of J. Walter Thompson Co., as agency supervisor on the CBS *Melody Ranch*, sponsored by Wm. Wrigley Jr. Co. (Doublemint gum). Robert Brewster continues as producer of the series.

LAWRENCE B. SIZER, assistant to H. L. McClinton, vice-president in charge of radio production of N. W. Ayer & Son, New York, has been named advertising manager of retail stores for Marshall Field & Co., Chicago.

FREDERICK H. NICHOLS, formerly with BBDO, New York, on July 29 joined Lynn Baker Co., New York, as general account executive.

DONOUGH PRINZ, formerly of the research department of Maxon Inc., Detroit, on Aug. 12, joined Leo Burnett Co., Chicago, in charge of field merchandising for the Institute of American Meat Packers account.

JOHN F. REEDER, vice-president and formerly manager of the Detroit office of Young & Rubicam, has been appointed manager of the contact department in New York. George W. Davis, previously assistant to Mr. Reeder, succeeds him in the Detroit office. Elton F. Hascall, of the new business department, has been made contact supervisor for the Detroit office, succeeding Howard K. Jones, who becomes a member of the New York contact staff.

H. A. SALZMAN, New York public relations firm, opens Sept. 2 a department of radio publicity to work in conjunction with press and other media. In charge are Harry Davie, formerly eastern exploitation manager for Warner Brothers, and Ken Williams, formerly with the *New York Daily News* and later press agent for Mary Martin in the theatrical show "Leave It To Me".

DALE FISHER, formerly of the copy department of Aubrey, Moore & Wallace, Chicago has joined Young & Rubicam, Chicago, in a similar capacity.

ROBERT BREWSTER, Hollywood producer of J. Walter Thompson Co. on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., is the father of a girl born Aug. 26.

R. H. GRANT, former advertising manager of Nash, is now Pacific Coast representative for Geyer, Cornell & Newell at Oakland, Cal. Dave Williamson, formerly of Geyer, Cornell & Newell, San Francisco, has resigned to join the American Meat Institute.

LESTER H. SCHROEDER formerly media director of Blackett-Sample-Hummert, New York, has joined the media department of Compton Adv., New York.

HOWARD J. TULLIS Jr., has been appointed radio director of H. Chas. Sick Inc., Los Angeles. He succeeds Donald Crandal, who resigned to organize the Four Arts Workshop, Hollywood talent training school.

THE BIDDLE Co., a new Philadelphia advertising agency has been established, with offices at 1600 Walnut St., by George C. Taylor, of Glenside, Pa.; Henry C. Biddle Jr., Chester Springs Pa.; and Richard C. Newbold, Jr., Wayne, Pa.

WILLIAM ASHLEY ANDERSON, for many years with N. W. Ayer & Son as associate director of copy, and subsequently with Arthur Kudner Inc., has been added to the staff of Donovan - Armstrong, Philadelphia agency, as an executive.

OSCAR LIEFFERS has been appointed radio copy writer and publicity director of Robert F. Dennis Adv. Agency, Los Angeles.

EDWARD T. SAJOUS, formerly sales promotion manager of General Foods, Inc., has joined Ivey & Ellington, Inc., Philadelphia advertising agency.

HOLLAND C. ENGLE, since May, 1936 radio director of Erwin, Wasey & Co., Chicago, and previous to that western program director and production manager of CBS, Chicago, on Oct. 1 joins Cramer-Krasselt Co., Milwaukee, as radio director.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

CARROLL RHEINSTROM, formerly advertising director of *True Story* Magazine, has resigned to become a partner and vice-president of Ward Wheelock Co., with offices in Philadelphia, New York and Hollywood. Mr. Rheinstrom will be in charge of the New York office and will handle the Seagram Distillers Corp. account. He was previously copy chief of Lennen & Mitchell, New York.

TOM LUCKENVILL, J. Walter Thompson Co., New York, executive on the Lever Bros. (Lux) account, was in Hollywood during mid-August for conferences with Danny Danker, the agency's Southern California vice-president.

AL HODGES, formerly account executive with the Ravett Adv., New York, which was dissolved Aug. 1, has joined Moore & Hamm, New York, as account executive in the radio department.

MALCOLM MACPHERSON, advertising manager of Alvey-Ferguson Co., Cincinnati, has been appointed assistant publicity director of Ralph H. Jones Co., Chicago and New York, under Charles M. Robertson, radio director.

KENDALL BERG, new to radio, has joined the Kansas City branch of Video & Sound Enterprises.

HARRY TATELMAN has established a radio film talent service under his own name at 8949 Sunset Blvd., Hollywood.

CARROLL CARROLL, Hollywood writer of J. Walter Thompson Co. on the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., is in New York on a month's leave-of-absence. Joe Bigelow has taken over his Hollywood writing assignment.

MARCEL SCHULHOFF, formerly in charge of radio for John Falkner Arndt Co., Philadelphia, is now radio director of Reiss Adv., New York.

RUSSELL E. PIERCE, publicity director of Warwick & Legler, New York, has resigned to become director of radio publicity and promotion of N. W. Ayer & Son, New York. Adele Wesley Mr. Pierce's assistant at Warwick & Legler, has also joined N. W. Ayer in the same capacity.

CRAIG DAVIDSON, account executive of Compton Adv., New York, has been named vice-president of the agency.

ROBERT M. BRILL, formerly president of Brill Bros., New York, men's wear chain store, has been appointed business manager of J. W. Pepper, New York. Mr. Brill was previously in the advertising department of the *New York Times*.

C. L. MILLER Co., New York, moves Sept. 15 to 521 Fifth Ave., New York, where it will occupy an entire floor. New telephone number will be Murray Hill 2-1010.

Holiner to B & B

MANN HOLINER, formerly radio director of Lennen & Mitchell, New York, and previously in charge of radio for Federal Adv. Agency, New York, has joined Benton & Bowles, New York, as radio director of the *Good News of 1941* program, sponsored on NBC-Red by General Foods Corp., New York, for Maxwell House Coffee. Mr. Holiner left Aug. 28 for Hollywood to arrange the opening program on Sept. 5. Don Wilson joins the cast of the show this year as announcer, while the other stars remain the same, including Fanny Brice as Baby Snooks, Hanley Stafford as Daddy, Dick Powell, Mary Martin, and Meredith Willson as music director. Don Cope, who has been directing all West Coast shows for Benton & Bowles, will return to the agency's New York office to handle production as assistant to Tom Revere, manager of the radio department.

Rep Firm Formed

ASSOCIATED RADIO SALES, a new radio representative firm confined to the selling and servicing of 100-250 watt stations, has been formed by D. L. Thompson, advertising agent, at 420 Lexington Ave., New York. Telephone is Mohawk 4-0097. Personnel and station lists will be released after Sept. 1.

AAAA Pacific Convention

WILLIAM H. HORSLEY, chairman of the Pacific Council, American Association of Advertising Agencies, has announced the council will hold its sixth annual convention at Del Monte, Cal., Oct. 24-25. The convention agenda is now in the formative stage. In addition to Chairman Horsley, officers are Dan B. Miner, vice-chairman; Joseph R. Gerber, secretary-treasurer; August J. Bruhn and Fred T. Weeks, governors.

WOWO and WGL, Fort Wayne, both owned and operated by Westinghouse Electric & Mfg. Co., Pittsburgh, have appointed NBC Spot Sales as national spot representative, effective Sept. 1.

Representatives

WLW, Cincinnati, has appointed International Radio Sales as its West Coast representative, with Transamerican continuing as New York representative and with its own office in Chicago continuing to cover that area. WLW's Chicago office is headed by Walter Callahan.

WMOB, Mobile, has named Forjoe & Co., as national representative.

WBNY, Buffalo, N. Y., and WESX, Salem, Mass., have appointed William G. Rambeau Co. as national representative.

STERLING B. BEESON of the New York office of Joseph Hershey McGillvra, station representative, has been transferred to the company's Chicago office as assistant to Sil Aston, manager. Jack Carson succeeds Mr. Beeson in the New York sales office.

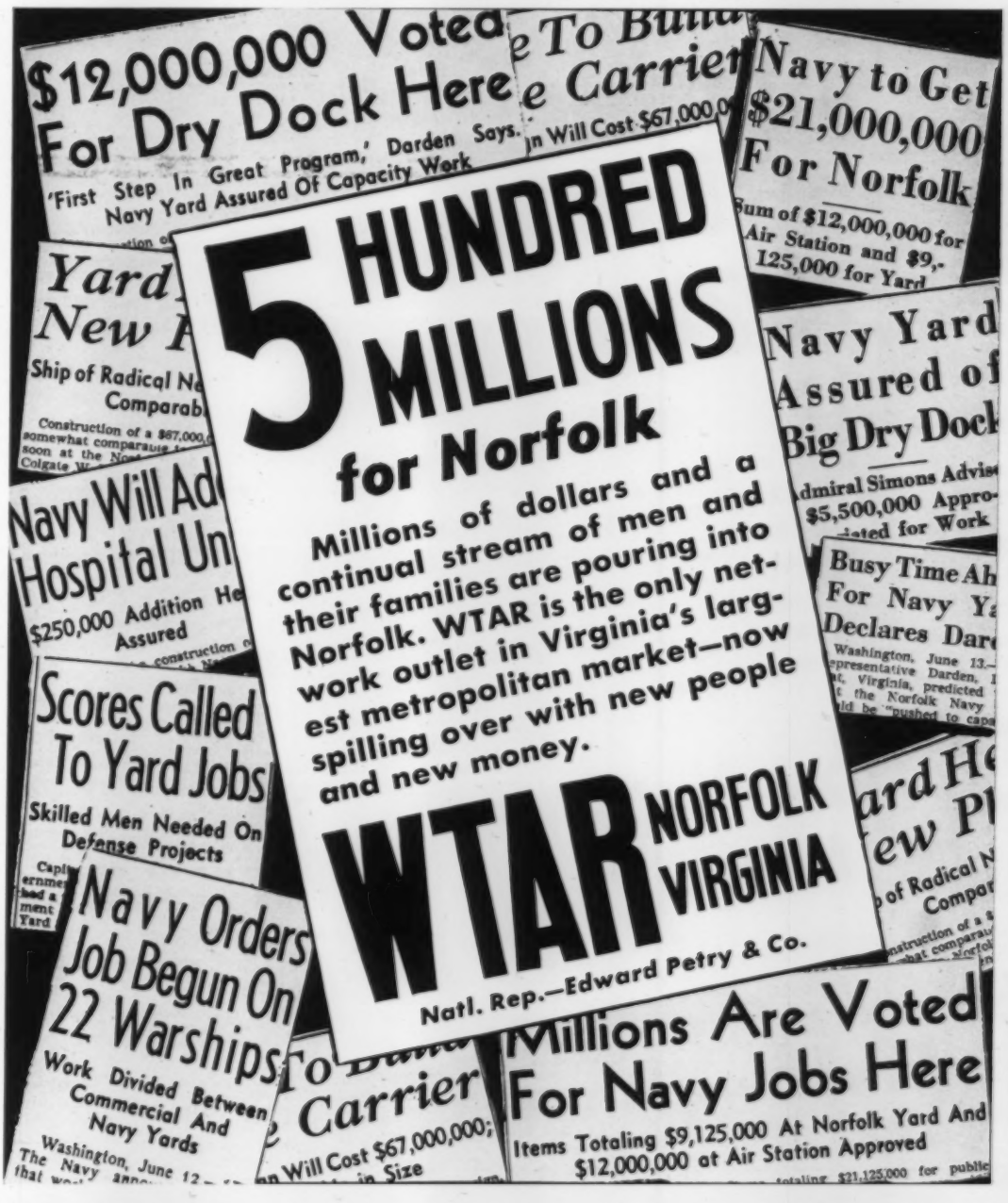
WARM, Scranton, Pa., has appointed Furgason & Walker as its national representative.

Searle Names Petry

APPOINTMENT of Edward Petry & Co. as exclusive national representatives for KOIL, Omaha, and KFAB-KFOR, Lincoln, effective Sept. 15, was announced Aug. 27 by Don Searle, vice-president and general manager of Central States Broadcasting Co.

Bakery Specialists Appoint

WILLIAM A. SCHAUTZ Inc., 247 Park Ave., New York, specialist in bakery advertising and merchandising, announces that Emil Reinhardt & Co., Oakland, Cal., has been appointed West Coast representatives to handle the Sun-Kist Raisin Bread campaign. K. Stuart Lyle, representative in New England, was recently elected a director of the company. George I. McIlwain, formerly with Standard Brands, has been added to the sales staff in New York. George Traendly, for 13 years with Doremus & Co., now heads the advertising production department. Willard F. Weiser, previously with McCann-Erickson, is now in charge of the accounting department. Two new campaigns will be released this fall.


$12,000,000 Voted For Dry Dock Here
'First Step In Great Program,' Darden Says. Navy Yard Assured Of Capacity Work
Navy to Get $21,000,000 For Norfolk
Sum of $12,000,000 for Air Station and $9,- 125,000 for Yard
5 HUNDRED MILLIONS for Norfolk
Millions of dollars and a continual stream of men and their families are pouring into Norfolk. WTAR is the only net-work outlet in Virginia's larg-est metropolitan market—now spilling over with new people and new money.
WTAR NORFOLK VIRGINIA
Natl. Rep.—Edward Petry & Co.
Navy Will Ad Hospital Un
$250,000 Addition He Assured
Scores Called To Yard Jobs
Skilled Men Needed On Defense Projects
Navy Orders Job Begun On 22 Warships
Work Divided Between Commercial And Navy Yards
Navy Yard Assured of Big Dry Dock
Busy Time Ah For Navy Ya Declares Dar
Millions Are Voted For Navy Jobs Here
Items Totaling $9,125,000 At Norfolk Yard And $12,000,000 at Air Station Approved

Complete Schedule of Atlantic Refining Football Games

THE complete schedule of Atlantic Refining Co. football broadcasts was announced as of Sept. 1 by N. W. Ayer & Son, Atlantic agency [see story on page 19]. The schedule follows:

SEPT. 21

Boston College-Centre, WMEX.

SEPT. 27

*Temple-Muhlenberg, WIP WSAN.
*Duquesne-Waynesburg, WWSW.

SEPT. 28

Tulane-Boston College, WEEI.
Holy Cross-Providence, WBRY WDRC WMAS WORC WPRO.
Weslyan-Brown, WJAR.
Colgate-Akron, WFBL WGR WHEC WIBX WNBF.
Ohio State-Pittsburgh, WBNS WCAE WFBG WLEU WOR WTAM WTBO.
Franklin & Marshall-Lebanon Valley, WGAL.
Carnegie Tech-Geneva, WWSW.
Duke-V. M. I., WBIG WBT WDBJ WDNC WLVA WPTF WRVA.
Virginia-Lehigh, WBTM WCHV WSVA.

OCT. 4

*Temple-Georgetown, WIP.
*Miami-Stetson, WKAT.

OCT. 5

Yale-Virginia, WATR WBRK WBTM WCHV WDBJ WEAN WFEA WHAI WICC WLLH WLNH WLVA WNAC WNBH WNLC WOR WRVA WSAR WSPR WSYB WSVA WTAG WTIC.
Georgia Tech-Howard, WRDW WSAV WSB.
Brown-Rhode Island, WJAR.
Tennessee-Duke, WBIG WBT WDBO WDNC WJAX WPTF.
Syracuse-Northwestern, WGY, WSYR.
Cornell-Colgate, WFBL WGR WHCU WHEC WIBX WNBF.
South Carolina-Georgia, WFBC.
Pennsylvania-Maryland, WBAB WBOC WCAU WFBR WGBI WHP WJEJ WKOK.
Ohio State-Purdue, WBNS WTAM.
*Villanova-P. M. C., WIP.
Albright-Muhlenberg, WEEU, WSAN.
New York Univ.-Lafayette, WEST.
Gettysburg-Wooster, WORK.
Hampden-Sydney-Delaware, WDEL.
Ursinus-Dickinson, WKBO.
Pittsburgh-Missouri, WCAE WFBG WLEU WTBO.
Penn State-Bucknell, KDKA.

*Night Game.

OCT. 11

*Duquesne-South Carolina, WWSW.
*Miami-Tampa, WKAT.
*Villanova-Florida, WIP.

OCT. 12

Pennsylvania - Yale, WATR WBAB WBRK WCAU WEAN WFEA WGBI WHAI WHP WICC WKOK WLLH WLNH WNAC WNBH WNLC WOR WRDW WSAR WSAV WSB WSPR WSYB WTAG WTIC.
Holy Cross-Carnegie Tech, WBRY WDRC WEEI WMAS WORC WWSW.
Boston College-Temple, WFIL WMEX.
Brown-Colgate, WFBL WGR WHEC WIBX WJAR WNBF.
N. Y. U.-Syracuse, WGY WSYR.
Muhlenberg-Lafayette, WEST WSAN.
F. & M.-Richmond, WGAL.
Drexel-Gettysburg, WORK.
Upsala-Albright, WEEU.
Dickinson-Delaware, WDEL WKBO.
Maryland - Virginia, WBOC WBTM WCHV WDBJ WFBR WJEJ WLVA WRVA WSVA.
Pittsburgh-Southern Methodist, WCAE WFBG WLEU WTBO.
Penn State-West Virginia, KDKA.
Northwestern-Ohio State, WBNS WTAM.
Clemson-Wake Forrest, WFBC.

OCT. 18

*Temple-Michigan State, WIP.
*Albright-Catawba, WRAW.
*Miami-Catholic U., WKAT.

OCT. 19

Yale-Dartmouth, WATR WBRK WEAN WFEA WHAI WICC WLLH WLNH WNAC WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
N. Y. U.-Holy Cross, WBRY WDRC WEEI WMAS WORC.
Boston College-Idaho, WMEX.
Brown-Tufts, WJAR.
Colgate-Duke, WBIG WBT WDNC WFBC WGY WPTF WSYR.
Cornell-Syracuse, WFBG WGR WHEC WHCU WIBX WNBF.
Virginia-V. M. I., WBTM WCHV WDBJ WLVA WRVA WSVA.
Pennsylvania-Princeton, WBAB WBOC WCAU WEEU WFBR WGBI WHP WJEJ WKOK.
Georgia Tech-Vanderbilt, WDBO WJAX WRDW WSAV WSB
Ohio State-Minnesota, WBNS WTAM.
Lehigh-Penn State, KDKA.
Baylor-Villanova, WFIL.
F. & M.-Muhlenberg, WGAL, WSAN.
Lafayette-Gettysburg, WEST, WORK.
Delaware-Ursinus, WDEL.
Dickinson-W. & J., WKBO.
Mississippi-Duquesne, WWSW.
Pittsburgh-Fordham, WCAE WFBG WLEU WTBO.

OCT. 24

South Carolina-Clemson, WFBC.

OCT. 25

*West Chester Teachers-Albright, WRAW.
*Duquesne-Manhattan, WWSW.
*Miami-Elon, WKAT.

OCT. 26

Yale-Navy, WATR WBOC WBRK WEAN WFBR WFEA WHAI WICC WJEJ WLLH WLNH WNAC WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
Brown-Holy Cross, WBRY WDRC WEEI WMAS WORC WPRO.
Boston College-St. Anselms, WMEX.
Colgate-Mississippi, WGY WSYR.
Cornell-Ohio State, KDKA WBNS WFBL WGR WHEC WHCU WIBX WNBF WTAM.
Furman-Davidson, WFBC.
Michigan-Pennsylvania, WBAB WCAU WEST WGBI WHP WKOK.
Georgia Tech-Auburn, WDBO WJAX WRDW WSAV WSB.
Wake Forrest-Duke, WBIG WBT WDNC WPTF.
Temple-Penn State, WCAE WEEU WFBG WFIL WLEU WTBO.
Muhlenberg-Ursinus, WSAN.
Gettysburg-F. & M., WGAL WORK.
Delaware-Drexel, WDEL.
Dickinson-Roanoke, WKBO.
Carnegie Tech-Case, WWSW.
Wm. & Mary-Virginia, WBTM WCHV WDBJ WLVA WRVA WSVA.

OCT. 27

Villanova-Detroit, WIP.

NOV. 1

*Villanova-Kansas, WIP.
*Texas Tech-Miami, WKAT.

NOV. 2

Yale-Brown, WATR WBRK WEAN WFEA WHAI WICC WLLH WLNH WNAC WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
V. P. I.-Virginia, WBTM WCHV WLVA WSVA.
Holy Cross - Colgate, WBRY WDRC WEEI WMAS WORC WPRO.
Boston College-Manhattan, WMEX.
Syracuse-Georgetown, WGY WSYR.
Cornell-Columbia, WFBL WGR WHEC WHCU WIBX WNBF.
Ohio State-Indiana, WBNS, WTAM.
Pennsylvania - Navy, KDKA WBAB WBOC WCAU WFBR WGBI WHP WJEJ WKOK.
Duke-Georgia Tech, WBIG WBT WDBJ WDBO WDNC WJAX WPTF WRDW WRVA WSAV WSB.
Penn State-South Carolina, WCAE, WFBC WFBG WLEU WTBO.
Bucknell-Temple, WFIL.
Muhlenberg-Gettysburg, WORK WSAN.
Lafayette-W. & J., WEST.
Albright-F. & M., WEEU, WGAL.
Delaware-Johns Hopkins, WDEL.
Dickinson-Western Maryland, WKBO.
Duquesne-Marquette, WWSW.

NOV. 8

*Albright-Dickinson, WKBO WRAW.
*Miami-Rollins, WKAT.

NOV. 9

Yale-Cornell, WATR WBRK WEAN WFBL WFEA WGR WHAI WHEC WHCU WIBX WICC WLLH WLNH WNAC WNBF WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
Penn-Harvard, WBAB WCAU WDRC WEEI WGIB WHP WKOK WPRO.
Virginia-Washington & Lee, WBTM WCHV WDBJ WLVA WRVA WSVA.
Pittsburgh-Carnegie Tech, WCAE, WFBG WLEU WTBO.
Boston-College-Boston U., WMEX.
Kentucky-Georgia Tech, WDBO WJAX WRDW WSAV WSB.
Holy Cross-Mississippi, WBRY WMAS WORC.
Duke-Davidson, WBIG WBT WDNC WPTF.
Syracuse-Penn State, KDKA WGY WSYR.
South Carolina-Kansas State, WFBC.
Temple-Villanova, WEEU, WIP.
Lehigh-Muhlenberg, WSAN.
Rutgers-Lafayette, WEST.
N. Y. U.-F. & M., WGAL.
Ursinus-Gettysburg, WORK.
Delaware-P. M. C., WDEL.
Maryland-Georgetown, WBOC WFBR WJEJ.

NOV. 10

St. Mary's-Duquesne, WWSW.

NOV. 16

Boston College-Georgetown, WNAC.
Holy Cross-Temple, WBRY WDRC WEEI WIP WMAS WORC.
*Miami-Florida, WDBO WJAX WKAT.
Pennsylvania - Army, WBAB WCAU WGBI WHP WKOK WOR WTIC.
Georgia Tech-Alabama, WBT WRDW WSAV WSB.
Furman-South Carolina, WFBC.
Syracuse-Colgate, WGR WGY WHEC WIBX WNBF WSYR.
Tennessee - Virginia, WBTM WCHV WDBJ WLVA WRVA WSVA.
Illinois-Ohio State, WBNS, WTAM.
Manhattan-Villanova, WFIL.
Penn State-N. Y. U., KDKA.
Dickinson-Muhlenberg, WKBO WSAN.
Lafayette-Western Maryland, WEST.
F. & M.-Carnegie Tech, WGAL, WWSW.
Gettysburg-Bucknell, WORK.
Albright-Lebanon Valley, WEEU.
Washington College-Delaware, WDEL.
V. M. I.-Maryland, WBOC WFBR WJEJ.
Pittsburgh-Nebraska, WCAE WFBG WLEU WTBO.

NOV. 21

Delaware-Lebanon Valley, WDEL.
Maryland-Rutgers, WBOC WFBR WJEJ.

NOV. 22

*Miami-South Carolina, WFBC WKAT.

This is a BOW we are glad to take

Reception reports on CKCL's new 1000 Watt Marconi Transmitter, with Directional Antenna, have become so flattering that we are glad to take a bow. And even greater indication of its success is shown in the number of new National clients who are reserving time for this Fall.

We suggest to all American advertisers, and their Advertising Agencies, that they write immediately for a new Rate Card and times available.

CKCL is now the best buy in Canadian radio

CKCL

Toronto, Canada

1000 Watts on 580 Kilocycles

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry. 380,600 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ

If it's **RESULTS** you're after,

let **KOIL** show you how it's done!

OMAHA'S BASIC COLUMBIA STATION

Don Searle, General Manager

Katz Agency, National Representatives

NOV. 23

Yale-Harvard, WATR WBRK WEAN WFEA WHAI WICC WLLH WLNH WNAC WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
Duke-N. Car. State, WBIG WBT WDNC.
Ohio State-Michigan, WBNS WTAM.
Holy Cross-Manhattan, WBRY WDRC WEEI WMAS WORC.
Boston College-Auburn, WMEX.
Brown-Dartmouth, WJAR.
Georgia Tech-Florida, WDBO WJAX WRDW WSAV WSB.
Clemson-Furman, WFBC.
Pennsylvania-Cornell, KDKA WBAB WCAU WFBL WGBI WGR WGY WHCU WHEC WHP WIBX WKOK WNBF.
Virginia-North Carolina, WBTM WCHV WDBJ WLVA WPTF WRVA WSVA.
Oklahoma-Temple, WFIL.
Villanova-Duquesne, WIP, WWSW.
Bucknell-Muhlenberg, WSAN.
Lafayette-Lehigh, WEST.
Gettysburg-Dickinson, WKBO WORK.
Pittsburgh-Penn State, WCAE WFBG WLEU WTBO.

NOV. 28

Brown-Columbia, WJAR WOR.
F. & M.-Ursinus, WGAL.
Albright-Bucknell, WEEU.

NOV. 29

*Miami-Mississippi, WKAT.

NOV. 30

Holy Cross-Boston College, WBRY WDRC WEEI WMAS WORC WPRO.
Duke-Pittsburgh, WBIG WBT WCAE WDBJ WDNC WFBC WFBG WLEU WPTF WRVA WTBO.
Carnegie Tech-Duquesne, KDKA.
Georgia-Georgia Tech, WDBO WJAX WRDW WSAV WSB.
Maryland-Wash. & Lee, WBOC WFBR WJEJ.

DEC. 6

*Miami-Georgia, WDBO WJAX WKAT.

DEC. 7

Auburn-Villanova, WFIL.
Citadel-South Carolina, WFBC.

DEC. 28

Georgia Tech-California, WRDW WSAV WSB.

BECAUSE he can make weird noises with his voice, Douglas Evans, KFI-KECA, Los Angeles, announcer, was recently signed by Warner Bros. to act as narrator on a film trailer for the New Edward G. Robinson picture, "A Dispatch from Reuters".

PRAISE FOR PIONEER
Chairman Fly Recognizes WWJ Anniversary

TRIBUTE to the pioneer status of WWJ, Detroit, was paid by FCC Chairman Fly in a message to the station on the occasion of its twentieth anniversary Aug. 20. Said Mr. Fly:

I am glad to join in felicitating Station WWJ on the completion of two decades of public service.

Your twentieth anniversary reminds me that WWJ still retains one of the cherished three-letter calls associated with pioneer broadcasting stations. Combinations of letters of the alphabet are no longer able to accommodate the multiplicity of stations which have sprung up since your debut. So the present practice of the FCC is not to assign three-letter calls to broadcast stations except in cases where honorary history and public good will are attached. Only a service valued by the public could well have endured the first two decades of radio broadcasting. That, in itself, is a tribute to WWJ.

Your anniversary further recalls the valuable contribution made by the *Detroit News* in helping to launch the nation's now great and invaluable police communications system. I refer to your early experiments with police car radio transmission in collaboration with the City of Detroit. This in turn conjures up the significant call letters of the first radio station of the Detroit police department—KOP!

Detroit and WWJ have indeed played an interesting and vital role in the evolution of more than one type of broadcasting.

It is a pleasure to join in this deserved acknowledgment of WWJ's public service.

Midgley's NYU Course

FIELD OF radio from the business and management angle will be presented in the new evening course of New York U's Radio Workshop, which starts Sept. 23 under direction of C. E. Midgley Jr., business manager of the radio department of BBDO, New York. According to Dr. Ned H. Dearborn, dean of the division of general education, who announced the course, the lectures will cover the basic statistical data for the industry, including the relationships between advertisers, agencies, networks, stations, station representatives, program and talent agencies and the FCC. Mr. Midgley also plans to interpret AFRA and AFM regulations as they affect radio, FM broadcasting, television and facsimile.

WGN Sales Convention

WGN, Chicago, salesmen on Aug. 21 closed a special series of meetings planned to integrate and correlate station activities. Purpose of the convention, according to William A. McGuineas, sales manager, was to determine ways and means of organizing various operations of the sales department for the benefit of current and prospective advertisers. Every phase of radio operation related to advertising, as well as plans of a proposed expanded scope of activities of WGN, was covered. Col. Robert A. McCormick, publisher of the *Chicago Tribune*, W. E. Macfarlane, business manager of the newspaper, and William A. Bacher, chief of programs and production of WGN, were principal speakers. It was announced that sales conventions will henceforth be semi-annual affairs.

WJBK, Detroit, has enjoyed the largest volume of business in its ten-year existence, according to Art Croghan, sales manager. He reports that volume for the fiscal year ending May 31, amounted to $247,928, an increase of 42% over the preceding year.

WNEW DELIVERS!
Proved thousands of times

1. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) **2.** THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) **3.** ONE-THIRD THE COST of any New York network station. **4.** RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) **5.** LOCAL ADVERTISERS *know* WNEW moves most goods—fastest. **6.** MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.

Nationally Represented by John Blair & Company

Senate Committee Concludes Inquiry

Hearings on Nomination Of Brown Stray Far From Subject

Following is the conclusion of the running story of the Senate investigation into RCA activities, resulting during Senate Interstate Commerce Committee hearings on the nomination of Thad H. Brown for a second seven-year term with the FCC. The hearings from Aug. 1 to Aug. 13 were covered in detail in the Aug. 15 'Broadcasting'.

AS HAD been the case at several preceding sessions, the Brown nomination was not once mentioned as the Senate Interstate Commerce Committee hearing resumed Aug. 14. Senator Tobey started the brief session by calling Rodmond S. Mahaffy, nephew of H. C. Mahaffy Jr., clerk of the Federal district court in Wilmington, Del. [BROADCASTING, Aug. 15].

Responding to questions put by Senator Tobey, Mr. Mahaffy related that after being admitted to the Delaware bar in March, 1927, he had resigned Dec. 30, 1928 on the advice of other bar members when certain of his actions were brought under scrutiny. Subsequently he had continued in the legal profession as a law clerk for several years, ultimately applying for reinstatement as a member of the bar, he stated. During this period he worked as a law clerk for Fish, Richardson & Neave in New York and in the office of his father, William G. Mahaffy, in Wilmington, he explained, working on RCA cases for both firms on occasion.

Mr. Mahaffy declared that although he had attended sessions of the Wilmington Federal court following his resignation from the bar, he always did so as a spectator. His interest lay in watching the progress of cases on which he had worked, "to see if my reasoning was right or wrong", he stated.

Senator Tobey re-read two affidavits signed by two New York lawyers, imputing unethical behavior to Mr. Mahaffy, and asked him for his comment on their damaging statements. Mr. Mahaffy declared he did not have the "slightest recollection" of either of the lawyers. He termed untrue their accusations that he had said he had "influence" with the court through his uncle and Judge John P. Neilds. "If I made such statements, I do not recollect them," he stated. "And if I made them, I must have been under the influence of liquor." Asked if he could establish his activities of Feb. 24, 1939, the date on which the alleged improprieties took place, he stated that he thought he could by consulting his wife's diary.

Recalls Resignation

Advised that the two affidavits were part of a dossier assembled in connection with his application for reinstatement, Mr. Mahaffy said that although he had no knowledge of these documents previously, in June, 1939, his attorneys had advised him to drop his application "after reading some lengthy report" concerning his case. He declared flatly that he knew of no stipulation entered into at the time of his 1929 resignation whereby his resignation would be accepted in lieu of criminal prosecution for his questioned actions on condition that he never apply for reinstatement.

Denying he can exercise any "influence" on either his uncle, the court clerk, or Judge Neilds, Mr. Mahaffy said that at present he is in partnership with H. J. Moss in the M. & M. Construction Co., new Wilmington contracting firm. He said he was earnestly bending every effort to build up "a decent contracting business".

The second witness called by Senator Tobey was J. Austin Smith, New York financial and business analyst. Asked about his employment by RCA, Mr. Smith said he had been retained by RCA to do special jobs, first in 1936 and two or three times subsequently. His work consisted of examining financial records and reports of certain RCA licensees and helping the RCA legal staff collate his findings for use in certain suits filed against the company, he explained. He said RCA had paid him a total of about $20,000 or $25,000 for this work on a per diem basis, allowing $25 per day for himself and $25 per day for his small staff.

Asked about the circumstances of his employment on behalf of Powers Cinephone Corp., Mr. Smith explained that P. A. Powers, president of the company, had hired him early in 1936 to "make up a fighting report which would tend to embarrass RCA". Attacked by Senator Tobey for even undertaking "so dishonest" a report, Mr. Smith averred that the report was "honest", in the light of facts at his disposal, although "not necessarily impartial". The view that an honest report also could be partial met prompt and vigorous opposition from Senator Tobey, who at times rose from his chair and pounded the desk.

Fee Trouble

Continuing, Mr. Smith said Mr. Powers "wanted to establish a connection with RCA or one of its subsidiaries, RKO, for prestige purposes, rather than financial gain". When he took the job, Mr. Smith explained, a "reasonable fee" was the only understood remuneration. During his work on the project, he had received a $200 per week "advance" from Mr. Powers, he explained. When the project was dropped, he billed Mr. Powers for $15,000, he continued, adding that this amount never had been paid, since Mr. Powers maintained the $200 per week was all he had to pay. Justifying the $15,000 billing, he explained that Mr. Powers had "encouraged" him to give up a project for the Ontario Power Commission, which he had done to take on the Powers job. While the remuneration matter was being discussed, Mr. Powers then suggested that he might be able to get Mr. Smith some work with RCA if he wanted it, he said.

After Senator Tobey read excerpts from the letter of transmittal accompanying Mr. Smith's report for Mr. Powers, calling its allegations "criminal", Mr. Smith maintained that he had no authority to use anything but facts and data furnished by Mr. Powers. This precipitated a colloquy between the two, with Senator Tobey pointing out that Mr. Smith admittedly composed the report "without taking into account all the factors" and Mr. Smith arguing that at the time the supplementary facts that came to light subsequently were not furnished him.

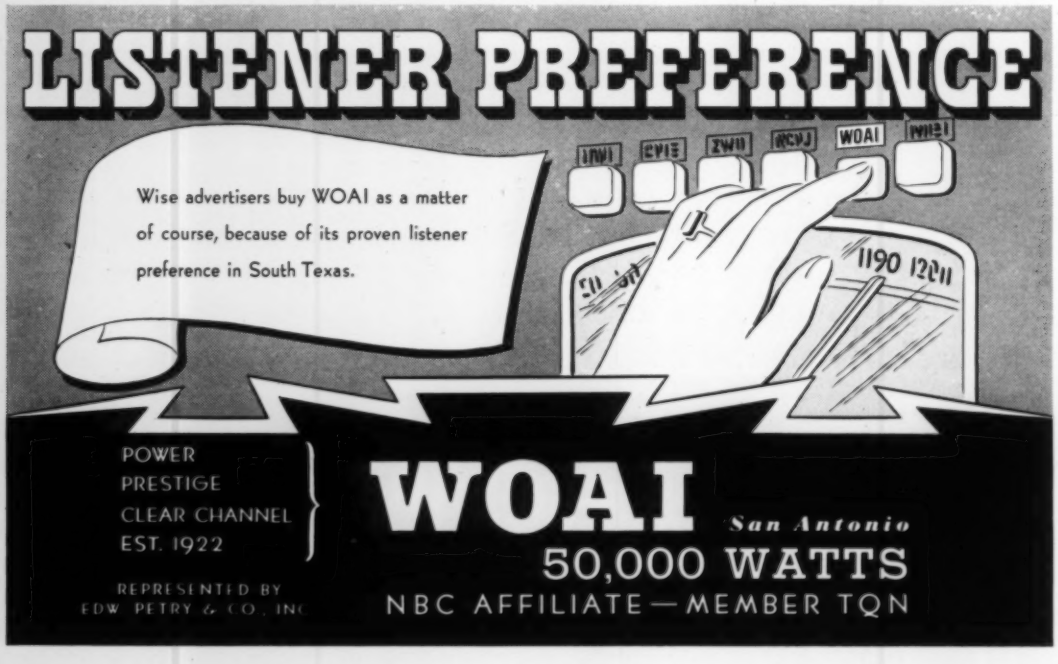
'As Adverse as Possible'

Pounding the desk vigorously, Senator Tobey exclaimed, "I'm going to see that you either acknowledge it [the report] is true or that you lied, before we get through with you."

Mr. Smith pointed out that at the time the report was propounded it was definitely understood by

HIMSELF an ardent boating enthusiast, Arthur Godfrey, who conducts the *Sun Dial* on WJSV, Washington, presented an armful of trophies for the President's Cup Regatta on the Potomac to Committeeman Samuel A. Syme. Godfrey is donating the awards for the Pacific One-Design Hydroplane Race, in which the owners must build their own boats at a cost of less than $700. He gave not only an award for first place, but for second and third as well. Besides the Sun Dial, Godfrey is sponsored on hookups by Carnation Co. and P. Lorillard Co.

JOHN F. ROYAL, NBC vice-president in charge of programs, on Aug. 21 flew to Europe on the *Clipper* for a two-week business trip, and returns via the *Clipper* shortly after Labor Day.



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Mr. Powers that it was subject to a legal and factual check, using first-hand sources, before any publication. He added that he understood Mr. Powers put the report in his safe when the project was dropped and that it was not to appear again. The check was not made because Mr. Powers had decided to drop the project and wanted to stop the expense of further investigation.

He said he was "really surprised" when Mr. Powers broached the possibility of RCA employment, observing that at the time "the goose was hanging high" insofar as Mr. Powers' relations with RCA went.

When Senator Tobey declared it was "an irrefutable statement of fact" that "you're not a very honorable man", Mr. Smith responded, "I was not employed to make an impartial report, and I took the facts laid before me and honestly made as adverse an analysis as possible".

The session concluded on the tone of a remark by Senator Tobey: "It's a damned shame that men like you are allowed to do such things as this. Eliminate such practices and we'll improve the fabric of our American institutions."

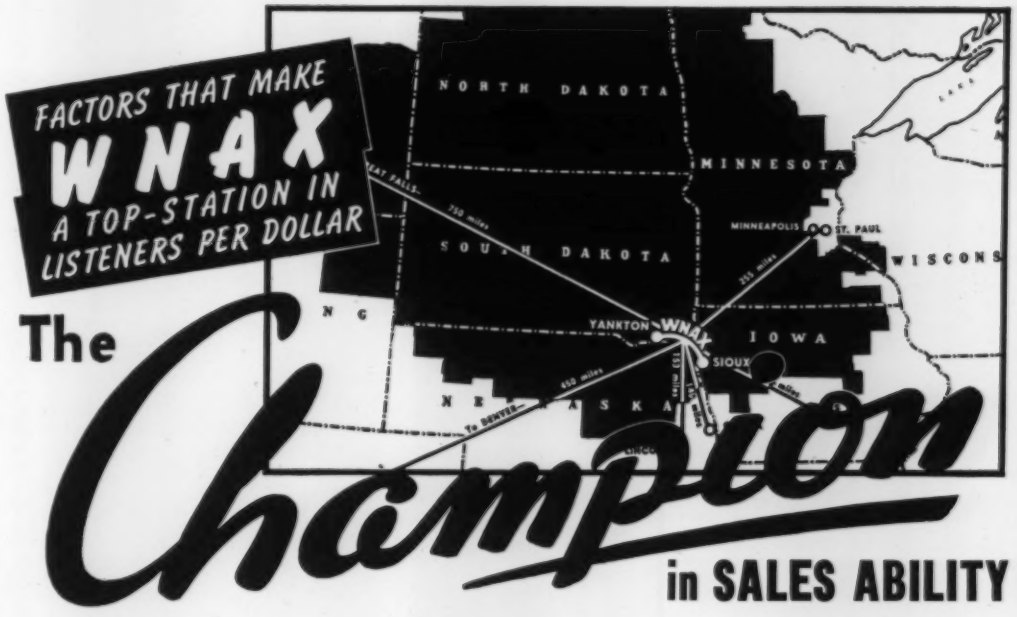
Senator Tobey himself presided, as the lone committee member present, during much of the Aug. 15 session. Former Senator Daniel O. Hastings made his second appearance on the stand, undergoing another severe shelling by Senator Tobey. After identifying check-stubs from his firm's and his personal account, along with a group of ledger sheets of the firm, Mr. Hastings was called upon to account for disposition of the initial $2,500 retainer fee he had received indirectly from RCA through Mr. Whiteford.

Book Entry

Senator Tobey questioned him particularly about an entry in a 1932 year-end statement furnished a former partner in the firm, C. Edward Duffy, listing as "not paid in cash" sums of $2,000 from George I. Haight, who was identified as a Delaware lawyer, and $2,500 from Roger J. Whiteford, the Washington attorney. Mr. Hastings said he "assumed" that this peculiar entry, which on its face did not make clear whether the money was received or paid, meant that he had not paid these sums into the firm in cash, although they were entered on the firm's records.

He branded Mr. Duffy's statement that he had said he had to pay Mr. Mahaffy $2,500 as "a plain damn lie", pointing out that even if he were so inclined, he certainly would not have turned over to the court clerk the entire amount of the original retainer, "which was all the pay he was sure of then" from RCA at that time. Mr. Hastings reprimanded Senator Tobey for not pressing Mr. Duffy immediately during Mr. Duffy's first appearance on the stand for an explanation of the charges rather than giving him "time to concoct a story".

A heated colloquy developed between Senator Tobey and Mr. Hastings when, during a discussion of circumstances surrounding an alleged attempt by Mr. Duffy and his new law associate, to wrest a client from the Hastings firm, Senator Tobey declared there was evi-



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WNAX—the only station used:

Closing the books for the 1939 fiscal year, the House of Gurney (Nursery) found that . . .

Produced	194,987 catalogue inquiries*
Resulting in	78,251 orders
Totalling	$240,277.00 in sales
Coming from Every One of the	401 counties
In the Five States	North Dakota South Dakota Minnesota Nebraska Iowa

These are championship returns—proof that WNAX has the coverage and the sales ability to do a cash register ringing job for you. We'll be happy to send you county count maps on request.

*The number of inquiries covers two selling seasons but the number of orders and volume of sales apply to the 1939 selling season only.

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RADIO STATION WNAX 570 ON THE DIAL

Studios—WNAX Building, Yankton **Orpheum Building, Sioux City**

for Results in the Intermountain Market

KDYL

NBC RED NETWORK

The POPULAR Station

Salt Lake City

National Representative JOHN BLAIR & CO

dence that Mr. Hastings had paid money to the court clerk. At one point in the controversy, which revolved also around the interpretation of a statement made in a petition to the court in regard to the difficulty between the two law firms, Senator Tobey proposed to take a vote among the people in the meeting room to see whose interpretation gained majority support.

Court Record

Asked if he ever had lost a case in the Wilmington court since Judge Neild's appointment in 1930, Mr. Hastings answered, "By God, I wish I could answer that I have not, but I'm afraid I can't. But I'm a good lawyer: I win 'em in the State court, too." He pointed out that although he did have a successful winning record, other judges than Judge Neilds had handled many of the cases.

As Senator Tobey's questioning pursued further the possibility of payment going to Mr. Mahaffy, Mr. Hastings refused to accept the burden of proof that he did not pay the court clerk, arguing that he did not know just what Senator Tobey had in mind when he asked him to comb through the two volumes of check-stubs before him. Asked specifically to trace disposition of the $2,500 check he received from Mr. Whiteford, he consulted the checkbook and revealed deposit of the check in his personal checking account on Oct. 10, 1932. Asked further if he could find any record of his repaying that sum to the firm, Mr. Hastings indicated that he believed the $2,500 was not turned over to the firm, although it was entered on the firm's books and his receipt of the money was known to his partners.

Senator Tobey then went into a further inquiry into the firm's records, pointing out that the ledger entry of the $2,500 received from Mr. Whiteford appeared out of order on the ledger page, with Mr. Whiteford's name written in pencil rather than ink. Senator Tobey also observed that according to his analysis the penciled name was in a different handwriting than other items on the page. This observation brought a resigned "Well, for God's sake" from Mr. Hastings, who arose and strode around his chair, adding: "I would swear that it is in that woman's [his deceased bookkeeper] handwriting".

Evidence Lacking

When Senator Tobey declared that Mr. Hastings was "not in a very favorable position in the light of the evidence", Senator White (R-Me.) immediately countered that "that is a matter of opinion", later declaring flatly that there was "not a particle of evidence" to show any payment of money to Mr. Mahaffy by Mr. Hastings. Shortly after this Senator White left the meeting room.

Also making a second appearance, Mr. Duffy emphasized that portions of his testimony necessarily were based only on "opinions" and observed, "This whole thing is very unpleasant for me". He testified briefly on his representations to the court during the recent difficulties between his present firm and his former associates, declaring that the petition presented to the court and attacked by Mr. Hastings was "not meant to mislead anyone".

Hislop Testifies

Final witness of the brief session was Albert Hislop, former Mayor of Portsmouth, N. H., and a friend of former Senator Moses and Mr. Whiteford. The most homely touch registered during the entire proceedings came when Mr. Hislop in the midst of his testimony lolled back in his chair, with arms crossed and one leg draped along the table top. He explained that he had had numerous financial dealings with Mr. Whiteford, who handled certain Washington property he owned and who on occasion had loaned him money, including $2,500 early in October, 1932. This loan and others had been covered by collateral, he emphasized, and all have been repaid.

Pressed for testimony regarding this $2,500 check, which Mr. Whiteford had claimed was lost, Mr. Hislop declared, "I am glad to testify that I didn't endorse that check to Senator Moses. Also I am positive I never paid George Moses a dollar in my life." He added that the only political contributions he ever had made were to the State Republican campaign fund.

When he mentioned that Mr. Moses had telephoned him a day or so before, Senator Tobey asked what Mr. Moses had said about this proceeding. Without hesitation Mr. Hislop replied, "He said he thought this was the most asinine thing he'd ever heard of". This brought another flurry from Senator Tobey, including a brief review of the entire case, with the observation that this statement illustrated the "smoke screen and sand-throwing" tactics that would be employed by Mr. Moses or any other person implicated in the allegations.

Analyst Returns

The final day of the committee probe was Aug. 23, during which two conflicting reports were given the committee on the inception of the so-called "fighting report" on the financial status and management of RCA which was compiled in 1936 by J. Austin Smith, New York accountant and business analyst. Mr. Smith asked to appear again because he felt he had been pre-judged in his Aug. 14 appearance and in order, as he said, to clear his reputation and correct the record.

Mr. Smith declared he had asked to appear again also to correct the record regarding his report and employment by both RCA and Patrick A. Powers, a retired motion picture executive, who Smith charges originated the idea of an adverse financial report of the RCA structure in order to use it as a means to bargain with the company. He asserted he was unable to clear up these matters at the previous hearing because he was summoned on very short notice and therefore was unable to refresh his memory before being interrogated by Senator Tobey in a "pretty brusque manner".

He charged the New Hampshire Senator had made 30 errors in quoting his report throughout the hearing and had twisted the meaning of several statements contained in the same document. Specifically, he noted, the Senator had attributed to him a statement that RCA President Sarnoff and Board Chairman Harbord had received 600,000 and 800,000 shares respectively of the corporation's stock as gifts, which

Meyer Heads KYA

HAROLD H. MEYER, for five years manager of WSUN, St. Petersburg, Fla., and for 11 years identified with radio, on Aug. 26 was named manager of KYA, San Francisco, Hearst-owned outlet. Mr. Meyer has been director of sales for the New York Broadcasting System, keyed by WINS, New York, Hearst station, for several months. The appointment followed decision by Hearst Radio Inc., to retain all present radio properties, which include WBAL, Baltimore, WCAE, Pittsburgh, WISN, Milwaukee and WINS and KYA.

Mr. Meyer

Little Man Long Reach

• Yes, sir, our 1,000 watts cover lots of territory . . . reach a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. We're on the air full time, too, but there's NO increase in rates. For more information, write KRRV, Sherman or Denison, Tex.

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The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

HIT 'EM HARD!

Strike where the irons stay HOT — where incomes are steady and free spending is as much a habit as eating three squares daily! Their buying guide is—

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The Journal
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

WSIX
"The Voice of Nashville" Tennessee
Offers you the Nashville station that the majority of local advertisers use when spending their own money.
Mutual Broadcasting System
HEADLEY-REED CO.
NATIONAL REPRESENTATIVE

they later disposed of in the most part. Mr. Smith related that these figures should have been quoted from his report as 6,000 and 8,000 shares.

'Far Afield'

The witness asserted that someone had "shoved yellow-dog stuff" under the Republican Senator's nose and that it was being used to the former's detriment just as he has suffered by being repeatedly called "a liar". In an effort to speed the testimony of Smith, Senator Minton (D.-Ind.), at this point interposed, "We seem to have the truth about this acquisition of stock, let's get to some more of these so-called lies and shorten it down". The witness then asked that all the testimony regarding his "tentative report" be stricken from the record of the proceedings as "the whole record has been colored," because of these mistakes and because of misinterpretations placed upon his document by the committee members and other witnesses. The information concerning the gift of stock to the RCA officials was taken from a 1934 Congressional report on communications companies, he said. He also cited that he had obtained information concerning the disposal of RCA stock by the American Telephone & Telegraph Co. and the resignation from the latter company's board of Walter S. Gifford, the present A.T.&T. president, from a Federal Trade Commission document and the same Congressional report.

When Senator Neely of West Virginia interposed that the investigation had gotten far afield from the qualifiactions of Thad H. Brown to sit upon the FCC, and attempted to cut off the witness from going into detail on his report, Senator Tobey urged the committee to give Smith a change to rebut the charges against him by members of the Senate body and RCA. The witness continued with his story by saying that he was "first caught in a jam between a millionaire and a great corporation" and that now he is in a like situation between a Congressional committee and Mr. Brown, whom he doesn't even know.

He stressed that his financial report on RCA was a minority report in opposition to a majority document and that his employer, Powers, believed that the company had made a mistake and was about to make another one. Other means had been tried with no avail and "fighting words" were necessary to succeed, the witness insisted Powers had said in employing him to make his adverse report on RCA.

Basis of Suits

The document was tentative and preliminary and was not to be published until a further check was made, the witness insisted throughout his testimony. This, however, was disputed by Senator Tobey who charged that it did not "jibe" with what Col. Manton Davis had previously told the committee. Tobey read from the testimony of the latter RCA official to the effect that Smith had disclosed the contents of his report at a stockholders meeting of the radio company in April, 1936 and that it has been and is the basis for a number of minority stockholder suits against the corporation.

The witness related that he felt the RCA general counsel was under a misapprehension as the document under question was not prepared until a month after the April meeting. A document similar to the present one and containing many of the same charges was read at that time, he added. On the completion of his "fighting report", Powers agreed to "lock up" the manuscript and as far as he is concerned it is still a "tentative unreleased" document, the witness continued. He said it was made public through a friend of Mr. Powers, who made it available to former Rep. MacFarlane of Texas.

When Senator Tobey reminded the witness that, according to past testimony, both he and Powers had admitted the brief was "hostile" and compiled to "soften up" RCA, Smith replied that he believed at the time that his employer's purpose was honorable, but that there is no question in his mind now that Powers wanted "to trade on the report.

"RCA is a pretty soft bunch," Senator Reed interjected, and averred that the witness should not go into the various methods used to soften the corporation. The witness insisted upon a differentiation between his report and the usual accountant's report, and added that the document contained his conclusions based upon facts given to him by powers.

"If nothing is false in this report, either you or RCA are prevaricators but I don't know which one," Senator Wheeler declared during his efforts to obtain an answer to the question whether or not the report contained a "true and accurate picture of the Radio Corporation." The committee chairman said the radio officials were "a bunch of suckers" to employ the witness after he had prepared such a damaging report of the corporation's financial structure and management policies.

Cites an Analogy

At the time when RCA and Powers were at the conferring stage, it became apparent there was work that he could do for the corporation, Smith declared. This fact was conveyed to him through Ralph Fagan, a lawyer for RCA and a friend of his, he stated. In explaining his position of accepting employment with a corporation that he had greatly criticized, Mr. Smith used the case of Owen D. Young as an analogy. He said that Mr. Young

Warner's Scoop

ALBERT WARNER, CBS Washington correspondent, scored a complete scoop Aug. 9 when he predicted definitely the resignation of Harry Hopkins as Secretary of Commerce. The White House released the story Aug. 24, but in the meantime many newspapers picked it up with credit from Warner's broadcast.

● A splendid opportunity for increased sales is waiting in Western Canada this year. A Record Wheat crop on a firm and rising market, together with tremendous war orders, is putting millions of dollars of new money into circulation among Canadian farmers, cattlemen, fruit ranchers, miners and oilmen.

This means greater potential sales for your product in Western Canada. Make these sales at a low cost by placing your program on—

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CHAB	Moose Jaw, Sask.
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CFAC	Calgary, Alta.
CJCA	Edmonton, Alta.
CJAT	Trail, B.C.
CKOV	Kelowna, B.C.

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WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

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WDRC

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Advertising agency executives vote Hartford the #1 Test City for the U. S. A. And that makes WDRC, Hartford, the nation's #1 radio station for a test campaign. You get all 3 on WDRC: (1) Coverage, (2) Programs, (3) Rate.

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WCSC

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CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Is Rounding Out the Busiest Year in Its Fourteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.

U. S. Representatives:
WEED & COMPANY
New York City

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C. E. HOOPER SURVEYS

audiences of Phila. Network Stations
3:45-4 P.M. Mon. thru Fri.—4 Mo. Avg.

WFIL	**21.4%**
KYW	17.3%
WCAU	13.1%

% listeners identifying station and program

First with 46 other programs

For LOWER COST Circulation
BUY WFIL

had "licked the shirt off of General Electric as a lawyer" yet later became the company's head. The fact that he did a good job at a modest fee resulted in further employment by the company, Mr. Smith continued, and pointed out that at one time he was hired jointly by RCA and Powers to solve a disagreement between them.

At the conclusion of his testimony the witness praised the progress made by RCA over the past few years and cited that since his report he has learned that the corporation was at that time making plans and laying the ground work for matters that have since developed to be outstanding accomplishments of RCA. He emphasized that his first impressions concerning RCA have been completely changed and added that the management of RCA has been "jumped on" so much that they are now "supersensitive". He attributed the majority of the errors made by the RCA management to this latter condition and to its "growing pains".

Following the exit of Mr. Smith from the witness stand, Col. Manton Davis, RCA general counsel, made a brief statement to the effect that the original report of Smith was still repudiated by RCA so far as it was supposed to be a factual document. He asked the committee to strike the document from the record to prevent it from being picked up and quoted by parties without regard to the entire testimony taken on the subject.

Powers Testifies

The next and final witness was Patrick A. Powers, veteran motion picture executive and president of the Cinephone Corp., who denied he had proposed to Smith that an adverse report be prepared to embarrass RCA. He said that Smith was known by him socially for a number of years but that there never had been any business association between the two until the accountant came to him in 1936, saying that he had some material concerning the operations of RCA and that he was going to organize a stockholders committee. Since he was a small stockholder in the company, and also knew that Smith was broke and had recently been in bankruptcy, the witness said he agreed to finance the organization of this group and advanced Smith $200 a week to compile the report. Mr. Powers disclaimed having any knowledge of where the accountant obtained the information to make up his report and added that he thought the latter had used this information to induce stockholders of the corporation to join the Smith committee.

He denied he had used his influence to get Smith a position with RCA after the report had been completed and said this task was undertaken and concluded by Mr. Fagan, who had been called to New York by RCA. Mr. Powers related that Smith came to him and asked if the movie executive had any objections to his entering the employ of RCA. He said no one had requested that the report be kept secret. A former New York Congressman, Mr. Sirovich, now dead, had transmitted the report to Rep. MacFarlane, he added.

The witness declared he had founded Universal Films and the Film Booking Office (FBO) which was later merged into RKO. He said he sold his holdings in FBO to Joseph Kennedy, now U. S. Ambassador to England, at $5 a share and that the latter had re-sold this stock to Mr. Sarnoff in a short period at $20 or $25 a share.

Mr. Powers was questioned at some length by committee members and the RCA general counsel concerning litigation between his companies and RCA. He stressed that he had never been paid any money by RCA or any other company to discontinue a legal case or any litigation. An anti-trust action against RCA was commenced at one time by his organization but was settled in 1938 because the cost of prosecuting the case was prohibitive, he declared.

Tobey's Last Word

The investigation of RCA by the Congressional body was closed in a manner that has been featured during the entire proceedings—the frequent outbursts of Senator Tobey. The New Hampshire Senator first castigated former Senator Moses, also of New Hampshire, for not coming down to Washington on his own volition, as had ex-Senator Hastings, to deny the charges that had been made during the hearings of his connections with the obtaining of a court continuance of the RCA anti-trust case in 1932. He then read a press dispatch from a Concord, N. H., newspaper which quoted the ex-Senator as having no comment to make on the proceedings and including a quotation that Moses said Mr. Sarnoff had never come to Concord to see him.

Senator Tobey reminded the committee that six witnesses, including Mr. Sarnoff, had testified that a trip had been made to Concord to seek the advice of the former Senator. Senator Tobey concluded that he was leaving it to the committee to determine who was telling the truth.

Better Late

TO WKIP, Poughkeepsie, N. Y., near the summer White House at Hyde Park, came the distinction Aug. 19 of having the President of the United States as "inaugural" guest. Though the station went on the air last June, when Mr. Roosevelt was unable to carry out his agreement to deliver the dedicatory, it will date its starting from the time of the Chief Executive's greetings. The President, introduced by Supreme Court Justice Mack, declared he "cherished the hope that the station will engender closer ties and better citizenship among my good neighbors of the Hudson Valley." Chief Engineer Fitzroy Kennedy handled the remote from Hyde Park.

COLOSSAL was the CBS cocktail party held at Golden Gate International Exposition Treasure Island Women's Club on the final night of the NAB convention. Attended by more than 500 persons, arrangements for the event were in the capable hands of this trio (l to r), Henry M. Jackson, CBS Northern California sales manager; Marie Houlahan, CBS San Francisco publicity director, and Stephan Fuld, of the network's New York station relations department.

DIES CUT OFF AIR

But He Already Had Gone 31 Minutes Overtime

REP. MARTIN DIES, chairman of the Un-American Activities Investigating Committee, was cut off the air Aug. 20 while speaking over a 30-station Coast hookup of the Mutual-Don Lee.

According to the Don Lee management in San Francisco, where Dies spoke, he ignored the time element. Originally allotted a half hour by the network, he ran 31 minutes over before he was cut off because of previous commercial commitments on stations carrying the talk.

Dies was given frequent signals that he was running over, so that he might end his radio address gracefully, but he ignored them. He was addressing the annual banquet of the National Exchange Club convention at the St. Francis Hotel. The network received many protests.

Eddie Peabody in Navy

LIEUT. EDDIE PEABODY, formerly heard as featured banjoist on many network shows including the *National Barn Dance*, has returned to active duty with the U. S. defense forces and is attached to the Chicago area headquarters of the U. S. Navy. On Aug. 24 he was heard in a special interview program on WBBM, Chicago, titled *The United States Navy Procurement Program*. He is scheduled to give a number of talks over Chicago stations.

WFBG

ALTOONA PENN.

providing the ONLY full coverage of the Altoona trading area

Now

NBC-RED

and

FULL TIME OPERATION

Work Progresses On WEAF, WABC

NBC Key Soon to Be Tested; CBS Plant Under Way

WITH construction already well along on the new Port Washington, Long Island, transmitter of WEAF, NBC key, CBS has ordered full speed ahead for the new transmitting plant of WABC on Little Pea Island, about a mile off New Rochelle, N. Y., in Long Island Sound.

The WEAF transmitter building, also on Long Island Sound, is nearly finished and equipment will be in place for initial local testing early in September, according to NBC. Transmitting equipment includes, in addition to two 322-foot Truscon towers, a 50 kw. RCA transmitter with a 5 kw. emergency stage. It is expected the new $280,000 plant will go into regular operation about Oct. 1 [BROADCASTING, May 15].

Work on CBS Plant

Actual construction on the $425,000 WABC plant started in mid-August upon acquisition by CBS of title to Little Pea Island. The initial construction operation, blasting the uneven rock surface to water level, presaged several unique engineering problems posed in building the island transmitter plant [BROADCASTING, May 1], to which men and provisions will have to be conveyed by motorlaunch.

Since the island itself is nothing more than a group of jagged rocks barely projecting out of the Sound at high tide, and consequently offers no building surface, all projecting rocks will be blasted away. After this operation, done under heavy rope nets to prevent damage from flying rock particles on the mainland, an island 150 feet square will be built within concrete seawalls extending 16½ feet above water at mean low tide.

The copper-walled transmitter house, 75 feet square, in addition to equipment will provide living quarters for the transmitter crew. Transmitting equipment, including a 50 kw. transmitter and a 5,000-watt emergency plant, is being custom built by Federal Telegraph Co., Newark.

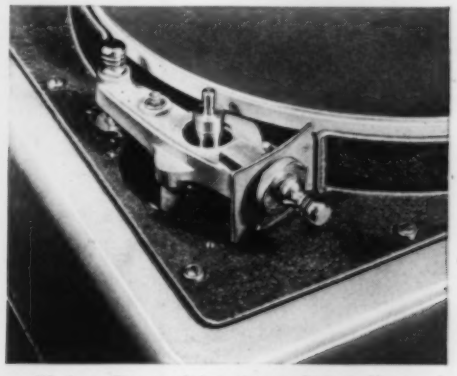
Electric power is to be supplied through two independent submarine cables tying in with separate power sources on the mainland. As a further emergency safeguard, engine-drive generators are to be installed on the island. Two complete sets of program circuits, linking the transmitter with WABC's master control board at 485 Madison Ave., also will be carried via separate submarine cables.

Contracts for construction of the island and transmitter building were let by CBS to W. J. Barney Construction Co., New York, with engineering operations in charge of Lockwood Greene Engineers Inc. The CBS engineering department estimates the new plant will be ready for regular operation in about 10 months.

FOR the 12th consecutive year, NBC has announced that the network will cover the 1940 national cornhusking championship, tentatively scheduled for Oct. 30 from near Davenport, Ia. William E. Drips, NBC director of agriculture, will supervise pickup plans for the contest, which will be broadcast direct from the cornfield during the *National Farm & Home Hour*.

Having turntable trouble?

Presto 63-A dual speed 16" transcription table with pickup mounting bracket. Base plate is drilled to mount selector switch and scratch filter.



Unique Presto drive system. Step pulley on motor shaft drives against rubber tire on turntable rim. Lever changes speed instantly from 78 to 33⅓ RPM.

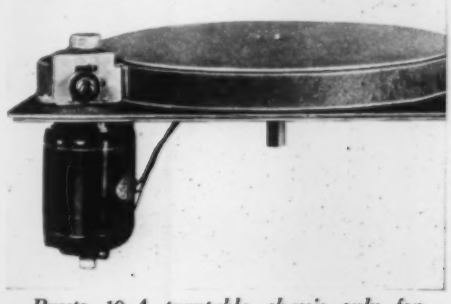
JOIN THE SCORES OF RADIO STATIONS
that are removing the playback pickups from their old transcription tables and remounting them on the new Presto 63-A table.

It's a simple change to make, because the Presto table is furnished with brackets to mount any standard make of vertical or lateral pick-up and the base is drilled to mount your compensator controls and scratch filter. The entire changeover takes an hour at the most and costs very little.

You'll marvel at the reproduction of your transcriptions played on the 63-A table. It's the quietest, smoothest running turntable we've ever produced and it runs for months at a time with no service whatever. The new Presto drive system—a heavy, live rubber tire on the turntable rim driven by a steel pulley on the motor shaft—has only 2 moving parts, requiring a simple adjustment once or twice a year. Speed accuracy is .3%—less than 3 seconds time error on a 15 minute program. Vibration is negligible. Leading firms use and recommend the 63-A for playing both vertical and lateral recordings.

Give new life and realism to your transcribed broadcasts this fall. Install Presto turntables now. Literature and prices on request.

Recent purchasers include:
Associated Music Publishers, Canadian Marconi Co., Columbia Broadcasting System, Columbia Recording Corp., Federal Tel. & Tel. Co., Northern Electric Co., Westinghouse Radio Stations. Also stations KICA, WBNS, WBRW, WHO, WJMS, WMEX, WSYR, WTRY and Advertising Agencies Fuller & Smith & Ross, Inc., Lennen & Mitchell, Wm. Esty & Co., Maxon Advertising Agency and others.



Presto 10-A turntable chassis only for mounting in existing cabinets.

Canadian Distributor: **WALTER P. DOWNS, 2313 St. Catherine St. W., Montreal, P. Q.**

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFBM, Indianapolis

Baldwin Labs., Saegertown, Pa. (germicides), 3 *sa* weekly, thru Yount Co., Erie, Pa.
Packers Tar Soap, Philadelphia, 3 *sa* weekly, thru Ivey & Ellington, Philadelphia.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Lea & Perrins, New York (Worcestershire sauce), 3 *sa* weekly, thru Schwimmer & Scott, Chicago.
Roman Cleanser Co., Detroit, 3 *sa* weekly, thru Gleason Adv. Agency, Detroit.
White Labs., Newark (Chooz), 3 *sa* weekly, thru Wm. Esty & Co., N. Y.
White Labs., Newark (Feen-a-Mint) 4 *sa* weekly, thru Wm. Esty & Co., New York.
Weidemann Brewing Co., Cincinnati, 5 *sa* weekly, thru Strauchen & McKim, Cincinnati.
Carolene Products Co., Litchfield, Wis. (milk compounds), 3 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Terre Haute Brewing Co., Terre Haute, Ind., 6 *sa* weekly, direct.

WHO, Des Moines

Pinex Co., Fort Wayne (proprietary), 44 *sp*, 132 *sa*, thru Russell M. Seeds Co., Chicago.
Dr. Peter Fehrney & Sons, Chicago (Alpen Krauter), 104 *sp*, thru United Adv. Co., Chicago.
Johnson & Johnson, Brunswick, N. J. (Tex), 26 *sa*, thru Ferry Hanley Co., N. Y.
Peter Paul Inc., Naugatuck, Conn. (gum), 78 *ta*, thru Platt-Forbes, N. Y.
Hi-Lex Co., St. Paul, 52 *sa*, thru McCord Co., Minneapolis.
Chrysler Corp., Detroit (Plymouth), 2 *sa*, thru J. Stirling Getchell Inc., Detroit.
Spohn Medical Co., Chicago (Udder-Aid), 39 *sa* thru Critchfield & Co., Chicago.
Williamson Candy Co., Chicago (Oh Henry), 260 *sa*, thru Aubrey, Moore & Wallace, Chicago.

WOR, Newark

Nestle-Le Mur Co., New York (hair bleach), 5 *sa*, *sp* weekly, thru R. T. O'Connell Co., N. Y.
Nu-Enamel Corp., Cleveland, 5 *sa*, *sp* weekly, thru Campbell-Sanford Adv. Agency, Cleveland.
Bond Stores, New York (clothes), 8 *sp* weekly, thru Neff-Rogow, N. Y.
Olson Rug Co., Chicago, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
V. LaRosa & Sons, Brooklyn (macaroni), weekly *sp*, thru Commercial Radio Adv. Service, N. Y.
Manufacturers Trust Co., New York, weekly, *sp*, thru McCann-Erickson, N. Y.
Martinson Coffee Co., New York, weekly, *sp*, thru Neff-Rogow, N. Y.

KECA, Los Angeles

Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Ford Dealers Adv. Fund, Los Angeles (used cars), 5 *sa* weekly, thru McCann-Erickson, Los Angeles.

KMPC, Beverly Hills, Cal.

Kip Corp., Los Angeles (sunburn remedy), 3 *ta* weekly, thru Philip J. Meany Co., Los Angeles.
Bekins Van & Storage Co., Los Angeles (furniture moving), 5 *sa* weekly, thru Brooks Adv. Agency, Los Angeles.
Union Pacific Railway, Omaha (transportation), 10 *sa* weekly, thru Caples Co., Los Angeles.
Chip Steaks Co., Los Angeles (carton packaged steaks) 6 *sa* weekly, thru Glasser Adv. Agency, Los Angeles.
K's Beverages Inc., Los Angeles (beverages), weekly *sp*, thru Wm. Berg Adv. Agency, Los Angeles.
Vig Beverage Co., Los Angeles (beverage) 6 *sp* weekly, thru Affiliated Adv. Agency, Los Angeles.
Don Carlos Vitamin Dog Food Products, Los Angeles (dog food), 3 *sp* weekly, direct.
Royale Potat-O-Pops Co., Los Angeles (potato chips), 6 *sp* weekly, placed direct.
Pa-Pi-A Bottling Co., Los Angeles (beverage), 6 *sa* weekly, placed direct.
Nehi Bottling Co., Los Angeles (Royal Crown Cola and Par-T-Pak) 5 *sp* weekly, thru BBDO, Hollywood.

WOWO, Fort Wayne

Colonial Hotel & Terrace Gardens, Rochester, Ind., 27 *sp*, placed direct.
U. S. Sales & Mfg. Co., New York (Ice-Mints), 26 *sa*, thru Spot Broadcasting, N. Y.
Centlivre Brewing Corp., Fort Wayne (Old Crown Ale), 78 *sp*, thru Mitchell-Faust Advertising Co., Chicago.
Foster-Milburn Co., Buffalo (Doan's pills) 104 *ta*, thru Spot Broadcasting, N. Y.
Purina Mills, St. Louis (feeds), 39 *sp*, thru Gardner Adv. Co., St. Louis.
Manhattan Soap Co., New York (Sweetheart Soap), 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.

KFRO, Longview, Tex.

American Chicle Co., Long Island City (Dentyne gum), *sa* series, thru Badger, Browning & Hersey, N. Y.

WQXR, New York

Buick Motor Co., Flint, Mich. (new cars), 26 *sa* weekly, one week, thru Arthur Kudner N. Y.

KFI, Los Angeles

Imperial Mutual Life Insurance Co., Los Angeles (funeral insurance), 4 *sp* weekly, thru W. B. Ross & Associates, Los Angeles.
Ford Dealers Adv. Fund, Los Angeles (used cars), 7 *sa* weekly, thru McCann-Erickson, Los Angeles.
Eagle Oil & Refining Co., Los Angeles (petroleum products), 5 *ta* weekly, thru General Adv. Agency, Los Angeles.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 6 *sp* weekly, thru Robert F. Dennis Adv. Los Angeles.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 6 *sa* weekly, thru Ferry Hanly Co., N. Y.
C. H. Baker & Co., Los Angeles (chain, shoes), 5 *sa* weekly thru Sidney Garfinkle Adv. Agency, Los Angeles.
Reed Tobacco Co., subsidiary of Larus & Bros. Co., Richmond, Va. (Chelsea cigarettes), weekly *sa* and weekly *sp* thru Warwick & Legler, N. Y.

KNX, Hollywood

Gilmore Oil Co., Los Angeles (gasoline), 2 *sa* weekly, thru Botsford, Constantine & Gardner, Los Angeles.
Cudahy Packing Co., Chicago (hams and bacon), 6 *sp* weekly, thru Erwin, Wasey & Co., Chicago.
Columbia Recording Corp., Bridgeport, Conn., 5 *t* weekly, placed direct.
Power Seal Co., Los Angeles (carbon dissolver), 3 *sp* weekly, thru Lockwood-Shackelford Adv. Agency, Los Angeles.

WBT, Charlotte

Dr. Miles Labs., Elkhart, Ind. (Alka-Seltzer), 6 *t* weekly, thru Wade Adv. Agency, Chicago.
Detroit Soda Products Co., Wyandotte, Mich. (Dixie Dew syrup, Crystal soda), 3 *sp* weekly, 3 *sp* weekly, thru Aarons, Sill & Caron, Detroit.

KHSL-KVCV, Chico-Redding, Cal.

Buffalo Brewing Co., Sacramento, 30 *sa* weekly, thru Ewing C. Kelly, Sacramento.
Pacific Brewing & Malting Co., San Francisco, weekly *sp*, thru Brewer-Weeks Co., San Francisco.

"Everybody says we do a good job."

For details write Montana Broadcasters, Box 1956, Butte, Montana

KSFO, San Francisco

American Chicle Co., Long Island City, (chewing gum) 6 *ta* weekly, thru Badger, Browning & Hersey, N. Y.
Blue Ribbon Books, New York, 6 *sa* weekly, thru Northwest Radio Advertising Agency, Seattle, Wash.
Friday Magazine, New York, 14 *ta*, thru H. C. Morris & Co., N. Y.
Gardner Nurseries, Osage, Ia. (plants), 6 *sa* weekly, thru Northwest Radio Adv. Agency, Seattle.
Gilmore Oil Co., Los Angeles, *sa* series, thru Botsford, Constantine & Gardner, Portland, Ore.
Goodyear Tire & Rubber Co., Akron, *sa* series, thru N. W. Ayer & Son, N. Y.
Langendorf-United Bakeries, San Francisco, 7 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Southern Pacific Co., San Francisco (rail transportation), 9 *sa* weekly, thru Lord & Thomas, Chicago.
Time Inc., New York, 9 *ta*, thru Young & Rubicam, N. Y.

KOA, Denver

Union Pacific Railroad, Omaha (Colorado peaches), 4 *sp* weekly, thru Caples Co., Omaha.
Martin Bros. Denver (coffee & dairy products), 3 *t* weekly, thru Raymond Keane Agency, Denver.
Johnson & Johnson, New Brunswick (Tek toothbrushes), 5 *ta* weekly, thru Ferry Hanly Co., N. Y.
G. E. Supply Corp., Denver (electrical appliances), 5 *sa* weekly, direct.
Ralston Purina Co., St. Louis (chicken feed), 3 *t* weekly, thru Gardner Adv. Co. St. Louis.

WHN, New York

Buick Motor Co., Flint, Mich. (autos), 26 *sa* weekly, one week thru Arthur Kudner N. Y.
Metropolitan Hudson Motor Dealers, New York (autos), daily *sa*, 13 weeks thru Brenallen Co., N. Y.
Friday, New York (news magazine), 18 *sa* weekly, 4 weeks, thru H. C. Morris & Co. N. Y.
National Shoe Stores, New York, 3 *sp* weekly, 52 weeks, thru Reiss Adv., N. Y.

WFAA-WBAP, Dallas-Fort Worth

Goodyear Tire & Rubber Co., Akron, *sa* series, thru N. W. Ayer & Son, N. Y.
Coleman Lamp & Stove Co., Wichita, Kan., *ta* series, thru Ferry-Hanly Co., Kansas City.
White Labs., New York (Chooz), *sa* series, thru Wm. Esty & Co., N. Y.
Great Western Garment Co., Wichita Falls, Tex. (Wichita work clothes), *sa* series, thru Tracy-Locke-Dawson, Dallas.

WABC, New York

Manufacturers Trust Co., New York, 2 *sp* weekly, thru McCann-Erickson, N. Y.
Luden's, Reading, Pa., (Cough drops), 3 *sp* weekly, thru J. M. Mathes, Inc., N. Y.

KRE, Berkeley, Cal.

Gardner Nurseries, Osage, Ia., 10 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Blue Ribbon Books, New York, 10 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

KHJ, Los Angeles

General Household Corp., Los Angeles (cleanser), 3 *sp* weekly, thru John Riordan Co., Los Angeles.
Fels & Co., Philadelphia (Fels Naptha soap) 6 *sp* weekly, thru Young & Rubicam, N. Y.

WJHL, Johnson City, Tenn.

Hudepohl Brewing Co., Cincinnati, 6 *sp* weekly, thru L. F. McCarthy & Associates, Cincinnati.
Terre Haute Brewing Co., Terre Haute, Ind., 3 *t* weekly, direct.

Radio Advertisers

CUDAHY PACKING Co., Chicago (ham and bacon), through Erwin, Wasey & Co., that city, on Aug. 12 started for 13 weeks, participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Alaska Pacific Salmon Co., Seattle (Peter Pan Salmon), using daily participation in those programs for several months, renewed for 52 weeks, effective Aug. 22. Agency is J. William Sheets, Seattle. S. G. Martinelli & Co., Watsonville, Cal. (cider), has also contracted for six weeks participation, starting Oct. 14, placing through Brisacher-Davis & Staff, San Francisco. Other new participating sponsors include McCloskey Varnish Co., Los Angeles (Kwik-On), through Heintz-Pickering & Co., that city, for four weeks, starting Sept. 23, and Church Grape Juice Co., Seattle (grape juice), for three weeks, ending Sept. 27. Agency is Erwin, Wasey & Co., that city.

THRIFTY DRUG Co., Los Angeles (chain), consistent radio user, is currently sponsoring a daily quarter-hour news period on KECA, that city, and KFWB, Hollywood. In addition, for its fountain grill service, the firm is using daily announcements on KFI KNX KHJ KECA KFWB KIEV KFVD KGFJ, and contemplates an expansion of radio activity. Agency is Milton Weinberg Adv. Co., Los Angeles.

MINNESOTA FEDERAL Savings & Loan Assn., St. Paul, for the third year is sponsoring on WTCN, Minneapolis, *For the Ladies*, a series of transcribed interviews of celebrities of radio, stage and screen. Program, conducted by Mary Proal Lindke, started Aug. 26 and is heard five times weekly. Account is placed by Luther Weaver & Associates, St. Paul.

HUDSON & TERRAPLANE SALES Corp., Los Angeles (cars), in a two-week Southern California campaign started Aug. 27, is using an average of three live and transcribed one-minute announcements daily on eight stations, KHJ KFAC KMPC KMTR KRKD KFOX KFXM KGB. Agency is R. H. Alber Co., Los Angeles.

FLORSHEIM SHOE Co., Chicago (shoes) sponsoring through dealers the transcribed program, *Squared Circle*, on more than 100 stations nationally, will add others to the list. Series is produced by Fred C. Mertens & Associates, Los Angeles.

GRIESEDIECK WESTERN Brewery Co., Belville, Ill. (Stag beer) in August started a 39-week series of six-weekly five minute sports programs featuring Tee Casper on KGKO, Ft. Worth, as well as daily 50-word spot announcements on that station and WBAP, same city. Griesedieck Western is also sponsoring *Quizmaster*, a quarter-hour local show on KCMO, Kansas City. J. Walter Thompson Co., Chicago, is the agency.

PRINCESS PAT, Ltd., Chicago (cosmetics), which has started a daily quarter-hour Hollywood gossip series on WLWO, Crosley shortwave station in Cincinnati, in both Spanish and Portuguese, is also currently running spot announcements on XERB, Tia Juana, Mexico, and a quarter-hour musical program on XEBT, Mexico City. Frank R. Steel & Assoc., Chicago, handles the account.

BC REMEDY Co., Durham, N. C., (proprietary), on Sept. 2 starts for 52 weeks one-minute daily announcements on WHN, New York, in addition to the sponsor's two other New York programs, Frank Singiser's news period on WOR, and *Make Believe Ballroom* on WNEW. Charles W. Hoyt Co., New York, handles the account.

PETER PAUL Inc., Naugatuck, Conn., on Aug. 31 starts *Enright Kiddie Show* on WWSW, Pittsburgh, for Walnettos candy. The program, which has run five years sustaining, is signed for 13 weeks. Platt-Forbes, New York, placed the account.

ANATOLE ROBBINS Co., Los Angeles (cosmetics), in a 17-week campaign ending Nov. 21, is sponsoring twice-weekly participation in the *Bridge Club* on KFI, that city. The firm contemplates similar participation in the daily *Council of Beauty* program on KECA starting in early September. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

KIP Corp., Los Angeles (sunburn remedy), winding up its summer campaign, is using from three to five one-minute transcribed announcements weekly on three California stations, KMPC KFOX KJBS. Agency is Philip J. Meany Co., Los Angeles.

CITY BUYS RADIO
And Finds It's Gas Business
Responds Quickly

AFTER successful use of local radio to promote use of gas, the Municipal Gas Department, St. Petersburg, Fla., has decided to use radio the year round. A radio drive on WSUN, which ended Aug. 17 convinced Verne Leland, head of the department, and David MacDonough, municipal gas promotion manager, of radio's sales power.

The campaign was staged during the slowest gas season of the year but nevertheless led to sale of 199 ranges, 44 automatic water heaters, 14 automatic floor-furnaces, 185 refrigerators and miscellaneous appliances. In plans for all-year radio, the city will have display space for dealers' wares.

GENERAL FOODS Corp., New York, which on Oct. 8 renews its weekly CBS program *We the People* for Sanka Coffee, on Sept. 4 will start a 26-week campaign for the same product on WQXR, New York, using the *Symphony Hall* program of recorded concert music, Wednesdays, 8-9 p.m. Agency is Young & Rubicam, New York.

TO ADVERTISE that *Dr. I. Q.* sponsored by Mars Candy Co., Chicago, had come to New York and would originate from the Palace Theatre, for an indefinite period starting Aug. 19, Grant Adv., Chicago agency handling the account, arranged several station-break announcements on WHN, New York, Aug. 19-20.

KELLY KAR Co., Los Angeles, (used cars), consistent user of radio time, is sponsoring the seven-weekly quarter-hour program, *The ABC of Sports*, with Ken Barton, commentator, on KECA, that city.

NATIONAL SHOE STORES, New York, will start sponsoring on WHN, New York, on Sept. 3 a Hollywood gossip program entitled *Hollywood Footlights* to be heard Tuesday, Thursday and Saturday, 7-7:15 p.m. Lyle Talbot, stage and screen star, will be m.c. Contract for 52 weeks was signed by Reiss Adv., New York.

A. & P. TEA Co., Boston, has moved its *Mu\$ico* show to a hookup of WBZ, Boston; WBZA, Springfield; WJAR, Providence; WTIC, Hartford. It will run 13 weeks, placed by Paris & Peart, New York. For the last 17 weeks it has been on the New England CBS network, keyed from WEEI, Boston.

OAKITE PRODUCTS, New York, is adding several stations to the list of approximately 100 it is now using in a spot campaign for Oakite cleanser in New England and on the West Coast. Started last spring, the one-minute station-break announcements will be used through 1940.

LAND TITLE BANK & TRUST Co., Philadelphia, uses radio for the first time in sponsoring a 15-minute period daily, 7:30-7:45 a.m., on KYW's *Musical Clock*, beginning Sept. 9. Stewart Jordan Co., Philadelphia, placed the account.

JOHN MORRELL & Co., Ottumwa, Ia., has completed a 26-week schedule of Josephine Halpin's *Let's Discuss the News* on KMOX, St. Louis, and has renewed for another 26 weeks through Henri, Hurst & McDonald, Chicago.

SCOTT PAPER Co., Chester, Pa., which for several years has used participations on women's programs and spot announcements on large lists of stations for its tissues and towel products, is not planning any fall campaign this year in radio, according to J. Walter Thompson Co., New York, the agency. No reason was given for the change in plans.

(FACTS ABOUT BALTIMORE)

In the 1940 Census--
BALTIMORE
ranks as the nation's
SEVENTH CITY
Population 854,144

In the last ten years, Baltimore's population increased more than 50,000; that *increase alone* is as great as the *entire population* of cities like York, Pa. or Elmira, N.Y.

Make your advertising investment in a *growing* market — and use the FIRST CHOICE radio station!

WFBR
BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

560 KC
A THROUGH HIGHWAY
Into South Carolina Radio Homes

This favorable low Frequency blankets 12,121.2 square miles with NBC Red and Blue Programs at an intensity of 1-2 millivolt per meter or MORE . . . an area 299% greater than any other South Carolina Station regardless of power.

REPRESENTED BY
FREE & PETERS, INC.

THE LIBERTY LIFE STATION
WIS
NBC
560KC
COLUMBIA, S.C.

TIP TOP TAILORS, Toronto (chain), on Sept. 3 started three weekly transcribed announcements on CFCN, Calgary, CFCY, Charlottetown, P. E. I.; CFCO, Chatham, Ont.; CJCA, Edmonton; CHML, Hamilton, Ont.; CJKL, Kirkland Lake, Ont.; CKCR, Kitchener, Ont.; CJOC, Lethbridge, Alta.; CFPL, London, Ont.; CKCW, Moncton, N. B.; CFCH, North Bay, Ont.; CKTB, St. Catherines, Ont.; CKSO, Sudbury, Ont.; CJCB, Sydney, N. S.; CFRB, Toronto. Account was placed by McConnell, Eastman & Co., Toronto.

UNITED STATES LINES, San Francisco (steamship transportation) has renewed sponsorship of six-weekly 100-word announcements on KPO, San Francisco, and KNX, Hollywood. Account was placed through J. Walter Thompson Co., San Francisco.

VIG BEVERAGE Co., Los Angeles, new to radio, has started using six-weekly participations in the early morning *Andy & Virginia* program on KMPC, Beverly Hills, Cal. Firm is also using seven participations weekly in the *Insomnia Club*, and sponsors once a week the half-hour *Man on the Street* program on KFAC, Los Angeles. Spot announcements and time signals are also used on other Southern California stations. Adolph Weinstein Adv. Agency, Los Angeles, has the account.

FORD DEALERS Advertising Fund, Los Angeles (used cars), in a 20-day campaign which ended Aug. 31, used daily spot announcements on 5 Southern California stations, KFI KNX KECA KFWB KHJ. Agency is McCann-Erickson, Los Angeles.

BARKER BROS., Los Angeles (home furnishings), currently sponsoring the weekly quarter-hour commentary *Backgrounds for Living* on KNX, Hollywood, on Sept. 6 renews for 52 weeks, and increases the schedule to three broadcasts a week. Marion Kyle Adv. Agency, Los Angeles, has the account.

ROYALE POTAT-O-POPS Co., Los Angeles (potato chips), new to radio and placing direct, in a 13-week test campaign which ends Oct. 31, is using six participations weekly in the early morning program, *Andy & Virginia*, on KMPC, Beverly Hills, Cal. Don Carlos Vitamin Dog Food Products, new to radio and placing direct, is using thrice-weekly participations in the same program for 17 weeks. Pa-Pi-A Bottling Co., Los Angeles, placing direct, is using daily announcements on recreations of Del Mar races, with Joe Hernandez announcing.

K'S BEVERAGE Co., Los Angeles, thru Brisacher-Davis & Staff, that city, in a 13-week campaign which ends Nov. 4, is sponsoring a weekly half-hour program of recorded music, *Sing With Your Favorite Band*, on 3 Southern California Don Lee stations (KHJ KFXM KTKC), Monday, 8:30-9 p.m. Firm in addition, through Wm. Berg Co., that city, on Aug. 11 renewed for 52 weeks its weekly half-hour live-talent program, *Cub Theatre*, on KMPC, Beverly Hills.

GENERAL HOUSEHOLD Corp., Los Angeles (Califoam, cleanser), new to radio, in a 30-day test campaign which ended Aug. 30, used thrice-weekly participation in Norma Young's *Happy Homes* program on KHJ, that city. Agency is John Riordan Co., Los Angeles.

PIONEER HI-BRED CORN Co., of Illinois (seed corn), has started a 13-week schedule of six-weekly 100-word announcements on WDZ, Tuscola, Ill. R. J. Potts & Co., Kansas City, placed the contract.

IMPERIAL MUTUAL Life Insurance Co., Los Angeles (funeral insurance), occasional radio user, has started a quarter-hour program, *The Imperial Almanac*, four times weekly, on KFI, that city. Contract is for 39 weeks, having started Aug. 14. W. B. Ross & Associates, Los Angeles, has the account.

WFBL

SYRACUSE

NOW

5000 WATTS NIGHTS!

WFBL's increased power from 1000 to 5000 watts nights makes your advertising dollar *pull even harder* . . . reaches more people with greater force!

Measure WFBL's worth to you not only by programs and service, but by its coverage, as well. Remember it gives you the greatest coverage of any station in the Syracuse and Central New York area. Coverage that multiplies your present sales by a new and greater potential—5000 watts *both* day and night!

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

Western Hotels Buy Time

ASSOCIATED HOTELS of the West, an association of the leading hotels in that region, recently launched a two-months radio campaign over 22 stations in six Far Western States. Copy stresses the comfort, service and convenience offered travelers by the hostelries. One-minute transcribed announcements, the copy of which is strictly institutional, are being used. The following stations are being used: KSUN KOY KPMC KIEM KROW KTKC KIDO KRLC KFJI KOIN KALE KDYL KXRO KVOS KELA KGY KOL KHQ KMO KUJ KPQ KIT. Account was placed through Lord & Thomas, San Francisco.

P. LORILLARD Co., New York, on Aug. 19 started a 52-week campaign for Old Gold cigarettes sponsoring five-weekly sport flashes by Clem McCarthy at intervals from 12:30 noon to 6:30 p.m. on WHN, New York. McCarthy gives quarter-hour summaries of latest news on all sports, baseball and racing in particular, at 12:30 noon, 2 p.m., 5:30 and 6:30 p.m., and short "flash" bulletins during the afternoon. The Old Gold commercials are interspersed between these bulletins. Agency is Lennen & Mitchell, New York.

McMAHAN FURNITURE STORES, Santa Monica, Cal., with 14 outlets in California, is sponsoring a six-weekly quarter-hour commentary program featuring Fleetwood Lawton news analyst, on both KFI and KECA, Los Angeles; 18 quarter-hour newscasts a week on KMJ, Fresno, and 12 weekly on KPMC as well as KERN, Bakersfield. In addition the firm is sponsoring a daily quarter-hour recorded program on KIEV, and using an average of 12 spot announcements daily, six times weekly, on KYOS KTKC KFXM. Ad Carpenter Adv. Agency, Santa Monica, has the account.

HUDEPOHL BREWING Co., Cincinnati, has renewed its sports program on WLAC, Nashville, featuring Herman Grizzard. The series extends through the baseball season.

GILSON MFG. Co., Guelph, Ont. (air conditioning) on Aug. 20 started weekly quarter-hour *Queer Quirks* on CFRB, Toronto. Account was placed by R. C. Smith & Son, Toronto. Canada Starch Co., Ltd., Toronto (corn syrup), on Aug. 23 started the *Crown Brand Sports Club* with Harry (Red) Foster, twice weekly, on CFRB. Account placed by Vickers & Benson, Toronto.

FOREMAN & CLARK, Los Angeles (clothing chain), placing direct, on Sept. 3 starts a thrice-weekly quarter-hour early morning program, *Musical Clock*, on KFI, that city, and KPO, San Francisco. Contract is for 39 weeks.

GORDON BAKING Co., Detroit (Silver Cup bread), on Aug. 26 started a 13-week varying schedule of five-minute transcribed programs, *The Miniature Review of the Passing Parade* which features John Nesbitt, on three Chicago stations—WBBM, Monday through Saturday, 7:55-8 a.m.; WMAQ, Monday through Friday, 10:15-10:20 p.m.; WGN, Wednesday and Friday, 9:15-9:20 a.m., and Monday through Saturday, 5:40-5:45 p.m. Barton A. Stebbins Adv. Agency, Los Angeles, placed the contracts.

WASHINGTON FURNITURE Co., Los Angeles (home furnishings), in a 20-week campaign started Aug. 28, is sponsoring twice weekly the five-minute transcribed program *Here's What I Saw* on KMPC, Beverly Hills, Cal. Dramatized program is produced by Hollywood Airshows, written by Noreen Gammill.

FRANK E. FORD, at one time on the San Francisco staff of McCann-Erickson, has been appointed assistant advertising manager of Pennzoil Co., Los Angeles.

SALESMEN of WBZ, Boston, now use portables when making calls on sponsors and agencies. The practice began with Westinghouse's recent installation of a new 50 kw. transmitter at Hull, Mass., which now gives the station greatly improved coverage—one of the points stressed in sales calls. The salesmen are Howard Milner (left) and Herbert Massey.

National Grocers Week Includes Radio Tieups

OBSERVANCE of National Retail Grocers Week Oct. 21-26 will be reflected in practically all network programs sponsored by food manufacturers along with extensive use of spot announcements, according to the National Assn. of Retail Grocers, sponsors of the event. Spots will tie the commercials with the observance and advertise "bargain time". Two or three programs will be devoted entirely to the event, the importance of the grocer in American life, advances made in the food industry in recent years, and similar tie-ins. Many manufacturers plan product promotion campaigns and salesman's contests.

More than 175,000 independent retailers will share in the fifth annual celebration. The Association observed that the week's intensified merchandising activity "makes it an opportune time for stations to campaign for increased revenue and to obtain goodwill of wholesaler and retailer advertisers."

Many stations, it was explained, will find it advantageous to use spot announcements and to make "sustaining programs pay dividends through the sale of spots to grocers, wholesalers, jobbers, dairies, meat packers, bakers, bottlers, etc." Suggested announcements and other program material are available upon request to the association headquarters, 360 N. Michigan Ave., Chicago.

Ballantine on Coast

P. BALLANTINE & SONS, Newark, from the last of September until the end of the year plans a campaign of thrice-weekly spot announcements for its beer and ale on five stations in Los Angeles. Agency is J. Walter Thompson Co., New York.

AGENCY Appointments

NATIONAL DAIRY Assn. to Lord & Thomas, Chicago. Radio to get majority of media expenditure.

ASSOCIATED WESTERN Hotels, San Francisco, to Lord & Thomas, Chicago. Radio to be included in plans.

BETTER SPEECH INSTITUTE of America, Chicago, to McJunkin Adv. Agency, Chicago, for radio campaign.

KENT KISE PRODUCTS, Kansas City (electrical products division), to Video & Sound Enterprises, Omaha. To use radio and other media.

BENSON SHOPS, operating a chain of 15 hosiery and lingerie stores in Southern and Central California, to Sidney Garfinkel Adv. Agency, Los Angeles.

BLUE SEAL EXTRACT Co., Cambridge, Mass. (King orange soda), to Gouldston Co., Boston. Using radio and newspapers.

PHILADELPHIA MILK EXCHANGE, Philadelphia (homogenized milk), to Donovan-Armstrong Agency, Philadelphia.

GOLDEN WEST BREWING Co., San Francisco (beer), to Erwin, Wasey & Co., San Francisco.

ORTNER SHAMPOO Co., New York, to Lynn Baker Co., New York. Test campaigns in major markets considered.

JOS. TETLEY TEA Co., New York, to Maxon Inc., New York, for Orange Pekoe, Budget Tea and Tea Balls. Plans not yet decided.

VAN CAMP LABS., Terminal Island, Cal. (Sea Pep sardine oil) to Brisacher, Davis & Staff, San Francisco.

BUDDYSERGE Co., Philadelphia (Buddycraft Clothes), to J. M. Korn & Co., Philadelphia, as advertising and merchandising counsel.

HOUBIGANT SALES Corp., New York, to J. M. Mathes, New York, for perfumes, Cheramy toiletries, and Fougere Royale men's toilet articles. No radio plans contemplated at present.

MANHATTAN BREWING Co., Chicago, to Frank R. Steel & Assoc., same city. Spot radio being considered in plans.

BONDS 17 DOG FOOD Co., Los Angeles, to Elwood J. Robinson Adv. Agency, Los Angeles. Radio planned.

D'ARRIGO BROS., Boston, to Chambers & Wiswell, Boston (radio only).

CUMMER PRODUCTS Co., Bedford, O., to Young & Rubicam, N. Y.

SHANAHAN'S Ltd., Vancouver, B. C. (Western Canada distributors of Mission Orange), to Benison Co., that city. Radio will be used.

FAMILY KITCHEN PRODUCTS Co., Phoenix, (ready-mixed pie crust) to Advertising Counselors, that city. Radio will be used.

HASKINS Bros., Omaha (soap) to Sidney Garfinkel Adv. Agency, San Francisco.

NA-STIM LABS., Modesto, Cal., (nasal stimulant), to Brisacher, Davis & Staff, San Francisco. Radio, with other media, to be used.

Sponsor Tests Copy

BEFORE arrangements are made for a test spot announcement campaign for Fresh deodorant cream, Pharma-Craft Corp., Louisville, through station representatives and its agency, Young & Rubicam, New York, is sending out to stations a sample 100-word announcement to discover whether there might be any objections to the phrasing of the commercial, which frankly discusses the properties of Fresh. According to the agency, no campaign will be finally settled until the stations have mailed in their opinions of the sample.

A 16-PAGE shortwave station guide, listing several hundred stations throughout the world, together with frequencies and call letters, has been prepared by the General Electric Co. broadcasting division for free distribution to listeners of its international stations.

New Fig Campaign

NAMING Elwood J. Robinson Adv. Agency, Los Angeles, to handle its account, the California Fig Institute Aug. 19 announced plans for a nationwide promotional campaign for California figs, in which radio is expected to be used. The campaign will begin at once under Melvin A. Jensen, account executive. Because of the war situation, competition of Turkish, Greek and Italian figs in the American market is largely eliminated and Harold H. Hyde, Institute director, said that financing of the effort will be effected on a tonnage assessment basis of the nearly 4,000 fig growers in California, which produces more than 97% of the figs grown in America. Last year's crop had a farm value of $2,550,000, and this year's is expected to be somewhat higher.

A FOLIO of 50 original folk ballads, submitted by Pappy Cheshire, leader of the KMOX, St. Louis, hillbilly troupe, will be published by M. M. Cole Publishing Co., Chicago.

Wins Film Role

ANOTHER star of WHO, Des Moines, has won a movie contract with the signing of Jerry Smith, known as the *Yodeling Cowboy*, to feature a Monogram picture titled "The Range Busters" and scheduled to go into production Sept. 1. Smith has secured a leave of absence from WHO, where he has been featured for more than five years on the *Iowa Barn Dance Frolic* and other programs. In the picture he will sing several of his own compositions.

JOHANNES STEEL, foreign news analyst of WMCA, New York, was recently made an honorary member of the Eugene Field Society, literary body, on the basis of a collection of his broadcasts published last year under the title "The Truth About Munich." The society called the collection "an outstanding contribution to contemporary literature."

Florida Citrus Returns To Air With CBS Series

FLORIDA CITRUS COMMISSION, Lakeland, Fla., which has used spot announcements and participations for two years to promote its canned and fresh citrus fruits, on Sept. 30 starts a five-weekly series of talks for housewives by Mary Margaret McBride on CBS for 26 weeks. The series will be heard 3:15-3:30 p.m. on 36 CBS stations, Mondays, Wednesdays and Fridays, and on 21 stations, Tuesdays and Thursdays.

Last network series used by the Commission ran from Oct. 21, 1937, until April 19, 1938, on CBS and featured Emily Post in twice-weekly talks on "How to Get the Most Out of Life". Miss McBride, well-known as a home-economist and authoress, also presents a daily program with participating sponsors on WOR, Newark, under the name of Martha Deane. Agency handling the Florida account is Arthur Kudner, New York.

Mr. Sponsor! . . . . for your wares have you considered CANADA'S FOREMOST RADIO BUY?

It's CFRB TORONTO because it's the answer to every one of these.

. . . QUESTIONS!

Q. What Ontario station is the key to an immediate audience that represents 29% of the population of Canada and 48% of its purchasing power?

A. *CFRB, TORONTO!*

Q. In 1,600 personal interviews what one Toronto station did 53.4% of the interviewees name as their favourite?

A. *CFRB. It led the runner up by nearly 2 to 1!*

Q. What Ontario station covers a 2½ *billion* dollar market?

A. *CFRB, TORONTO!*

Q. What Toronto station carries the cream of the sponsored programs?

A. *CFRB, one of 2 Columbia outlets in Canada; the only one in Ontario!*

Q. What Ontario station has a listening area that includes 12 cities, 42 towns and 192,174 farm homes?

A. *CFRB, TORONTO!*

Q. Now in its 13th year of continuous service, what Toronto station's sustaining policy gives its vast audience what it *knows* they want?

A. *CFRB!*

Q. What Ontario station has a monthly mail that averages over 200,000 letters?

A. *CFRB, TORONTO!*

Q. Constant surveys give overwhelming proof that what station is the most popular in Canada's wealthiest market (Ontario)?

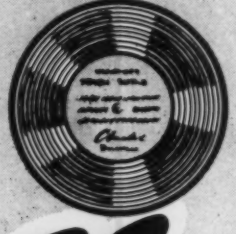
A. *CFRB, TORONTO!*

Advertising Representatives in U.S.A.:
JOSEPH HERSHEY McGILLVRA
New York Boston Chicago San Francisco
Los Angeles Atlanta

CFRB, TORONTO, THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



Clark
Phonograph
Record Co.
Newark, N.J.
216 High St.
Humboldt 2-0880
Chicago, Ill.
221 N. La Salle St.
Central 5275

Guestitorial

To the broadcasting fraternity, this editorial is elementary stuff. But it is significant as one means of offsetting the magnificent propaganda campaign being conducted by ASCAP. It is even more significant in that it comes from the pen of a small-town newspaper editor who also happens to operate a local station. He is Harris Ellsworth, of the Roseburg (Ore.) News-Review (KRNR), who published it upon his return from the NAB San Francisco convention and who submitted it to us as an illustration of how he, for one, is telling his public in simple style the facts of the ASCAP controversy.

LAST WEEK owners of radio broadcasting stations and executives of the major networks met in annual convention. The meeting was in San Francisco.

Apparently all broadcasters have plenty of problems but this year, being the end of a five year license period, the topflight problem discussed at the meeting was music copyright. You might say that what broadcasters do about the subject of copyright is their own affair and of no interest to you. But if you were to say that, you would be wrong. It is a question that is as close to all of us as our living room radio set. Everyone who listens to radio—and nearly everyone does at least a little—has an interest in this battle over music.

Once Upon a Time

Briefly here is the story. Some years ago a group of very smart men set out through an organization of authors, composers and publishers, to control the copyright ownership of all or nearly all of the music ordinarily played in America. They were astoundingly successful. The copyright law was of great help for it provides absolute ownership of a composition for a total period of 56 years. Purchase of copyrights took care of the past production of tunes and membership in the society provided for control of currently produced and future tunes by good composers. The remainder of the problem of these clever organizers was to see that the controlled music was featured and became popular and that the tunes created by their membership of composers, and only those tunes, were currently made popular. The organization referred to is ordinarily known as ASCAP —being the initials for the full name—the American Society of Composers, Authors and Publishers.

A very clever speaker at the convention of broadcasters suggested that another initial, the letter "O" should be added to the name making it ASCAPO — since all concerned received some benefits and the organization group in charge of the copyright pool is reported to share most generously.

The Big Stick

The ASCAPO has been riding rough shod over the broadcasting industry as it did over the movies until a powerful group of movie producers spent many millions and bought a substantial amount of music copyrights. A few highlights of the roughness of the ASCAPO shoes are these: For five years, ending Dec. 31 this year, ASCAPO has collected 5% of every dollar spent on radio advertising except from a few stations owned by powerful newspapers. Even programs that use no music (except political talk!) are taxed. For example news broadcasts, baseball and football games are taxed for the use of MUSIC! The total collection on that basis is around five millions annually.

Having what they believed to be a monopoly ASCAPO recently announced that this amount is to be *doubled* beginning Jan. 1, 1941. No wonder the broadcasters have become aroused. Another bone of contention is that the copyright organization has never told the broadcasters the names of all of the tunes on which they hold copyright ownership.

A National Swing

Now the radio men are going to strike back. They have bought numerous small copyright pools. They have been grooming new composers. They have formed a fighting organization known as Broadcast Music Inc. (or BMI). Having gone so far they plan to go the whole route and on Jan. 1 all of the three major networks and most of the radio stations of the land will play no more ASCAP music. Radio will plug and popularize music as always—but the tunes will be owned by radio. This was the decision of the meeting.

And so, to go back to the assertion made at the beginning of this column, the music preferences of an entire nation will probably undergo a positive swing away from ASCAP controlled tunes and to BMI (radio) controlled tunes in the very near future. Our ears will probably not be able to detect the difference.

SOME MARKETS STILL OPEN
SMILIN' ED McCONNELL
IN
HYMN TIME
Now 88 Transcribed Programs Supplied by

PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

NANCY SHERIDAN, wife of Dick Bard, publicity director of WNEW, New York, has been signed for a role in "Jupiter Laughs" a Broadway production to be staged this fall.

TRANSCRIPTIONS

WOR Transcription Service is recording four 15-minute disks of talks by Col. Frank Knox, Secretary of the Navy; Robert Patterson, Assistant Secretary of War; Col. Hugh S. Johnson; Col. Julius Ochs Adler, civilian aide to the Secretary of War. The transcribed talks, which urge enlistment in the Army and Navy and training camps, are sponsored by the Military Training Camps Assn., and are being shipped to more than 200 stations to be carried sustaining.

THE *Songfellows*, staff quartet of WHO, Des Moines, has been signed by Standard Radio for a set of library recordings. Members of the quartet are Kenneth Black, Stuart Steelman, Harris White and Keith Booth, with Willia Austin as accompanist-arranger.

BILL JOYCE, formerly director of merchandising for the Texas State Network, has joined the sales staff of World Broadcasting System, Chicago.

CHARLES R. SHEPHERD, formerly traveling representative of Davis & Schwegler, Los Angeles transcription firm, has started his own organization, Shepherd Recording Studio, in Detroit. The new venture is affiliated with United Sound System and all transcribing is being done in the latter's studios, 5840 Second Blvd.

ART SATHERLY, recording director of the hillbilly and race catalog, for Columbia Recording Corp., New York, was in Hollywood during August to supervise recordings by Gene Autry, cowboy singer, of 20 sides for Okeh label.

WBS is transcribing a new series titled *Famous Cases of Credit* created by Frederic W. Ziv Inc., Cincinnati program producers, especially for banks and loan and credit companies. The 26 fifteen-minute discs had their premiere on WHIO, Dayton. The Ziv company also has placed its new transcribed show, *This Is America*, on WTAR, WRVA, WBEN, WHBU, WHIS and WHBC. It dramatizes famous men and events in American history.

HERBERT R. EBENSTEIN, president of Radio Attractions, New York, is retiring from active management of the company to devote himself to other business and financial interests, the company announced Aug. 23. Negotiations are under way for the disposal of Mr. Ebenstein's majority stock holdings, and a successor will be named early this fall. Radio Attractions' most recent radio script productions were *The Shadow of Fu Manchu* and *The Adventures of Pinocchio*.

New Hollywood Pickup Point

HOLLYWOOD Palladium Ballroom and Cafe, now being erected on Sunset Blvd., that city, on a block between the CBS and NBC West Coast headquarters, will be utilized by both networks as an audience studio for exceptionally large broadcasts such as the recent mammoth Red Cross benefit program. With 70,000 square feet of floor space, the Palladium will be equipped with dual announcing booths located 20 feet above floor level in two 30-foot pillars flanking the band stand. The Palladium is opposite Earl Carroll's Restaurant on Sunset Blvd., used for two seasons by CBS as the originating audience studio of the weekly *Screen Guild Theatre*, sponsored by Gulf Oil Co. Current series is to originate from Columbia Square studios.

WNAB are the call letters assigned to the new local in Bridgeport, Conn., authorized July 19 to Harold Thomas by the FCC [BROADCASTING, Aug. 1].

HAVE YOU HEARD?

New as we are in the electrical transcription business, some very pleasant things already have been said about our recordings. Writes C. O. Langlois, General Manager of Lang-Worth Feature Programs, Inc., "... the Columbia recordings, furnished with the new NAB-Lang-Worth Transcription Service, are meeting with universal approval from the Atlantic to the Pacific, from Canada to the Gulf." "... the tops," says Station WOW. "... the closest thing to perfection we have ever heard," writes Station CKAC. And so they go.

You may be the author of one of the many compliments we have received. If so, thank you! But if you *haven't* yet heard a Columbia transcription, we cordially invite you to listen to a demonstration of the remarkable new recording characteristic developed by the Columbia Engineers, at one of our completely equipped studios in New York, Chicago or Hollywood.

TRANSCRIPTION DIVISION

COLUMBIA RECORDING CORPORATION

A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

NEW YORK, 799 SEVENTH AVENUE • CHICAGO, WRIGLEY BUILDING • HOLLYWOOD, COLUMBIA SQUARE

Purely PROGRAMS

F. B. WASHBURN CANDY Co., Brockton, Mass., on Sept. 7 starts a test campaign for Waleco candy bars using a half-hour program *Crackpot College* on the five New England stations WEEI, WPRO, WDRC, WMAS and WORC. The program, to be heard Saturdays, 5:30-6 p.m., originates on the stage of a local theatre with volunteers from the audience participating. Asked to read sample commercials, volunteers win $2 if they do the job successfully in the opinion of the five "professors", Carl Moore, Ray Girardin, Fred Garrigus, Ken Ovenden and Hal Newell. "Crackpot" problems also are asked concerning the weight or dimensions of some object on the stage with varying cash prizes for correct guesses. Agency is Bennett, Walther & Menadier, Boston.

* * *

Talent Hunt

TWO dramatic aspirants and three vocalists, unknown to radio audiences, are featured weekly on the half-hour sustaining program, *New Voices of 1940*, started on CBS Pacific Coast network to showcase new talent for sponsor and agency approval. Two aspirants on the current program are chosen weekly by a studio audience jury to appear on the following week's show. Lou Crosby acts as m.c., with Chet Huntley announcer. Wilbur Hatch has the orchestra. Russ Johnston, CBS Pacific Coast program director, produces. Program idea was conceived by Rich Hall, continuity writer.

* * *

Juvenile Club

WITH nearly the entire cast made up of youngsters who also appeared on the first program in 1938, *Friends Student Radio Club* on WAAB, Boston, observed its third anniversary Aug. 25 under the direction of Virginia Lyons. The talented youngsters do the entire production job from announcing to talent, and in the last two years some 6,000 boys and girls from 200 North Shore schools have participated. Object, in addition to entertainment value, is to train them in radio technique.

* * *

4-H Quiz Series

A NEW angle in quiz programs has been worked out by Bill France, farm director at WSB, Atlanta, on his *What Do You Know About Farming* hour. Boys and girls from 4-H clubs serve as contestants. The boys are questioned about farming, the girls about home-making. Listeners send in questions. Audience demand indicates the show, now a bi-weekly feature, will be made a weekly feature.

* * *

Night Lights

A NEW commentary program presented by Dean Maddox, on KFRC, San Francisco, *San Francisco After Dark*, gives up-to-the-minute news on night clubs, theatres, movies and stage presentations and interviews a guest, usually a star of a current attraction at one of the legitimate theatres.

* * *

BMI Discs Featured

TO PROMOTE BMI music, KDYL, Salt Lake City, has started Summer Song Shop. Transcriptions of Broadcast Music Inc. are used exclusively. Comment on the series has been favorable.

Learn to Fly

BROADCAST of an actual flying lesson from a training ship in midair was staged by WCAU, Philadelphia, as a feature of its *America Flies* program. With the microphone hanging from the roof of the cabin, listeners heard Dick Bircher, manager of the Boulevard Airport, give dispassionate instructions on turning, keeping the ship level and on the handling of stick and rudder bar to Ursula Carroll, a stenographer, up for her third lesson. The broadcast was made via WCAU's short wave station, WELF, from a Stinson 5-passenger cabin plane flying 5,000 feet over midtown Philadelphia.

* *

Chance for Youths

WEEKLY half-hour program titled *Spotlight on Youth*, designed to showcase talent and activities of younger members of the Hollywood colony, has been started on NBC-Pacific Blue stations. Besides a vocalist and dramatic skit featuring lesser-known film talent, the program includes an interview with some young person not a part of the entertainment world. Ben Gage is m.c., with Lyle Henderson and his string trio furnishing instrumental music. Ted Hediger, NBC Hollywood director, is writer-producer of the series.

* * *

Model Builders and Clubs

IRA WALSH, sports commentator at WPEN, Philadelphia, has added a *Hobbies in Sports* feature to his daily broadcasts, devoted to sports model builders and clubs. Roy Fox introduces the hobby models feature of the program, which includes interviews with members of model clubs building motor boats, midget autos, trains, ships and aircraft, and news of the model clubs engaged in building sport items.

* * *

Song Story Contest

A SONG STORY contest feature has been added to *Console Capers*, featuring Mil Spooner at the organ and informal light chatter by Don Martin, which returned to WFIL, Philadelphia, late in August. Listeners are invited to weave five popular song titles into a short story with the winning tunes played by Spooner. Each day, the reward of a table model radio goes to the sender of the best "Song Story."

* * *

Dusted-Offerings

WOV, New York, on Aug. 14, started a program developed by Charles Berry of the program and announcing staff. Titled *Corn on the Cob*, the program is heard Wednesdays at 8:30 p.m. and features Berry's collection of old-time records and a semi-humorous script.

* * *

They Know Everything

ANSWERING questions submitted by the radio audience is the format of the *Dr. Know-It-All* program, heard thrice weekly at 10:15 p.m. on WRC-WMAL, Washington. George Farrington and Jack Roney conduct the show.

Plant to Home

THE *Remar Hostess Room* is the title of a new KROW program on KROW, Oakland, which originates from the plant of the sponsor, Remar Baking Co., Monday through Friday. Kathleen Jensen, Remar hostess, is featured on the broadcasts. The broadcasts consist of questions and answers on all phases of home economics. Miss Jensen broadcasts before an audience of more than 100. The program advertises Remar Raisin and Old Fashioned Bread.

* * *

Famous Mothers

KROD, El Paso, has started a series of five-minute programs titled *Mothers of Vision*. Segall Optical Co. of El Paso, is sponsor, and Dr. Philip Segall presents each broadcast. Famous mothers, beginning with Mary Ball Washington, will be treated in respect to the influence on their children. Contract is for 52 times, twice a week. Scripts are by William Jolesch, KROD continuity editor.

* * *

Religious Roundup

OUTSTANDING musical artists from various churches throughout the city participate in the *Parade of the Churches*, heard on Sunday afternoons over KTSA, San Antonio. Rev. Ivan Donaldson, director of the program, delivers an inspirational talk and the program is sponsored by the Kelsay Lumber Co.

* * *

Modern Americans

WITH the spirit of Americanism rampant, WHK, Cleveland, on Sept. 2 starts *Yankee Doodle Goes to Town*, with script by Earl Russell and Terry Ryan of the WHK Workshop. The program will be fed to MBS. All members of the cast are under 19. The show will have the modern touch, giving the point of view of modern Americans.

Styles and Smiles

A NEW SERIES of thrice-weekly quarter-hour programs designed for women, titled *The Smart Set*, on WJJD, Chicago, featuring Rosemary Wayne, fashion and beauty editor of *The Tattler* magazine is broadcast each Monday, Wednesday and Friday, at 11 a.m. The shows feature interviews with outstanding persons in the fashion and business fields, leading socialites and celebrities from stage and screen. Often bits of dramatizations from the lives of guests are given. The show is sold on participation basis.

* *

Orchids for Women

A NEW program being broadcast thrice weekly by Corinne Jordan, program director of KSTP, St. Paul, is titled *Orchids to the Ladies*. Miss Jordan, an accomplished pianist, intersperses news about locally and nationally prominent women with piano interludes, and climaxes the broadcast with the presentation of a orchid to a Twin Cities woman who has recently performed a meritorious service for her community. The program is sponsored by Albrecht Fur Co., St. Paul and Minneapolis.

* * *

Rambling Reporter

ODD PLACES, people and things are discussed by Ken Higgins, commentator, during his weekly quarter-hour program, *Reporter Without Portfolio*, recently inaugurated on KECA, Los Angeles. Higgins digs up information that the average resident of Los Angeles doesn't know about the community. He acts as an unofficial guide in relating adventures on the highways and byways of Southern California in his search for the unusual.

* * *

Bucks for Bulls

A NEW CKLW, Windsor, weekly program, *Bulls & Boners of the Past Week*, is designed to allow listeners to catch staff announcers at their miscues during the week. Campbell Ritchie, CKLW chief announcer, acts as judge, and staff announcers whose bulls and boners are called by listeners can plead their case. Listeners receive a dollar bill for each miscue caught.

ON THEIR WAY home from the NAB convention, L. B. Wilson (left), owner of WCKY, Cincinnati, and Tad Holt, owner of WAPI, Birmingham (center), dropped into CBS Hollywood studios for a chat with Al Pearce (right), during rehearsal lull of a recent *Al Pearce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels).

Both Sides

A SERIES of political debates for women titled *Opposing Views in the Campaign* will be broadcast on WQXR, New York, Fridays during September and October from 4:15 to 4:30 p.m. In the series, Mrs. Preston Davie, president of the National Republican Builders, will debate with Mrs. Charles Poletti, wife of New York's lieutenant governor, a Democrat. Topics include defense, unemployment, relief, taxes and foreign policy.

* * *

Quiz Melange

ALL SORTS of quiz programs are blended into the *Zale Quiz* series on KGNC, Amarillo, Tex., sponsored by Zale Jewelry Co. Five days a week, 8:25-8:30. Each day the type of program differs. Entry blanks are provided at the store, with winners of the $1,200 monthly in prizes and credits being determined on the basis of the Thursday game, last line for a jingle.

* * *

News of Another Day

DISCUSSION of the news of 50, 25, 15 and 10 years ago is presented on *This Was News Another Day*, quarter-hour program on KTSA, San Antonio, each Friday. Conducted by Charles C. Shaw and Doug Romine, the program is interspersed with music appropriate to the time of the bygone news event.

* * *

'In God's Country'

BEST ELEMENTS of Germanic civilization are portrayed on *In God's Country*, weekly half-hour program on WCNW, Brooklyn. Program is sponsored by the German-American Writers' Assn., of which Thomas Mann, celebrated author, is honorary president, and is conducted by Victor Sordan, a refugee from Nazi persecution.

* * *

Kid Movie Quiz

LATEST quizzer launched by KROW, Oakland, Cal. is titled *Stardusters*. Youngsters are called to answer questions about movie stars and motion pictures. Prizes are awarded to participants and to listeners sending in winning sets of questions. Program was developed by Jerome Gregory and Connie Wilson.

* * *

American Music

PATRIOTIC SALUTES to America is the theme of *This Is My Land*, series of weekly quarter-hour programs which started Aug. 24 on CBS and continues Saturdays from 3:45 to 4 p.m. Featured is the Rochester Community Orchestra playing words and music which portray the friendliness and humanity of America.

* * *

Chats With Grocers

CONDUCTED by Bob Frank, the *Guest of Honor* quarter-hour show, broadcast each weekday morning over WOC, Davenport, Ia., features interviews with different grocers as a tie-in with the products of his sponsor, Crescent Macaroni and Cracker Co.

* * *

Arizona Slants

A NEW TYPE of interview program has been started on the Arizona Network. Titled *I Vote For . . .*, the weekly quarter-hour is recorded by the special events crew of KOY, KSUN and KTUC, and is released later in the week.

Search for Stars

ENTERTAINERS are given auditions on *Summerfield's Star Quest*, one-hour broadcast on Sunday afternoons over WEEI, Boston, sponsored by Summerfield's Furniture. Winner of each week's auditions receive an all-expense trip to the New York World's Fair and radio audition there. At the end of 12 weeks all the winners will compete for a grand prize of $250.

* * *

Over the Fence

EPISODES in the life of a typical American couple are dramatized in *Your Neighbors, the Haines* which started Aug. 20 on NBC-Blue, Tuesdays, 9:30 p.m. (EDST). Marvin Young, the author, has made each program in the series a complete story.

* * *

Light on Rackets

PLANS for a radio "racket busting" campaign are being made by the Amarillo Better Business Bureau. Scripts and spot announcements will be used on KGNC, Amarillo, to acquaint Panhandle listeners with the types of rackets.

Talked Six Ways

ANOTHER "radio first" claimed for WGY, Schenectady, was its program activities in connection with the New York State Convention of the American Legion in Schenectady. George A. Mead, commander, spoke simultaneously over all known forms of voice communications. From GE's television studio he was (1) televised, (2) broadcast long-wave over WGY, (3) broadcast shortwave over GE's WGEO, (4) heard over GE's FM station, W2XDA, (5) had his voice projected from the studio to a local hotel on a beam of light, (6) communicated over the telephone.

PROCEEDINGS of the Second National Conference of the Institute for Consumer Education, held early in April at Stephens College, Columbia, Mo. [BROADCASTING, April 15] have been published in a 253-page paperpound book, *Making Consumer Education Effective.*

WILLARD EGOLF, commercial manager of KVOO, Tulsa, claims he had the "KVOODOO" on Colorado mountain trout during his mid-August vacation. This day's catch of two-dozen was just a sample of the 150 caught during the expedition to Sweetwater, Col. In the party were Mrs. Egolf, their son Harry, and Campbell Chapman, Tulsa sales manager for Texas Co.

KSD
FULL TIME
1st
POWERFUL SALES STIMULANT
Basic NBC Red Network
IN
St. Louis

Since 1935 KSD Has Led All Other St. Louis Broadcasting Stations
in "firsts," in 16 nation-wide Radio Star popularity polls, voting for listeners' preference.

KSD
Has a GREATER DAYTIME Population Coverage Area Than Any Other St. Louis Broadcasting Station

NOW OPERATING FULL TIME
Inquiries Are Invited Regarding Time Which May Be Available Due to the Full-Time Schedule on Which KSD Is Now Operating

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

PENSACOLA

a

"PREPAREDNESS"

MARKET!

This means *extra* government spending and *better* business.

For immediate results make Pensacola a *must* on your radio schedules!

U. S. Naval Air Training Payroll $9,600,000 for 1940

WCOA

PENSACOLA, FLORIDA
NBC . . . RED and BLUE

Representatives:
JOHN H. PERRY ASSOCIATES

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double
Completely Air Conditioned

SIXTEENTH STREET AT H
WASHINGTON
D.C.

in the CONTROL ROOM

J. GETTENBY has been appointed chief engineer at CFCF, Montreal, replacing K. R. Paul who has been appointed to the engineering staff of the Canadian Marconi Co. factory at Montreal, according to R. M. Brophy general manager of the Canadian Marconi Co., owners of CFCF. J. C. Claude has been made CFCF transmitter supervisor and A. B. Clapp supervisor of studios.

ROBERT L. COE, chief engineer of KSD, St. Louis, during August participated in special maneuvers with the 110th Observation Squadron at St. Cloud, Minn.

MARVIN MYERS of the engineering staff of KGKO, Fort Worth, was married Aug. 11 to Bertha Wilson.

FRANK DIERINGER, onetime engineer of WKRC, Cincinnati, now chief engineer of WFMJ, Youngstown, is the father of a baby girl, born Aug. 3.

WAYNE C. HATCHETT has returned to KITE, Kansas City, as chief engineer.

DICK MATHESON, formerly of the page staff of WBBM, Chicago, on Aug. 23 became terminal radio operator for United Air Lines at Spokane.

ROBERT M. BROCKWAY, master control engineer of WBBM, Chicago, is the father of a daughter, Elizabeth Anne, born Aug. 13.

CLIFF ENGLE, announcer at KGO-KPO, San Francisco, and Charles Kilgore, control room supervisor, are vacationing in Honolulu with their wives.

DON PARKER has joined the engineering staff of WROK, Rockford, Ill., replacing Garth Bowker, who resigned to become chief engineer of the new WFHR, Wisconsin Rapids, Wis.

CHARLES DOUGLAS, CBS engineer, married Dorothy Dunn in California in August.

AL SPAN, CBS Hollywood sound effects department manager, has returned after conferences with New York network officials on sound effects equipment.

STEVE DRIER, chief engineer, and Johnny Agostine, operator, of KSCJ, Sioux City, Ia., spent three weeks with the National Guard in Minnesota.

ALVIN SMITH, operator at KSCJ, Sioux City, Ia., is the father of a baby boy, born Aug. 10.

LEE GUSTAFSON, engineer of KGFW, Kearney, Neb., has been named chief engineer, succeeding Walter Ely, transferred to Hastings to supervise installation of the new KHAS. Bob Adamson, KBND, Bend, Ore., has joined the technical staff of KGFW.

LLOYD CREEKMORE, sound effects director of KMPC, Beverly Hills, Cal., won the annual station golf handicap with a score of 158. Jimmy La Shaum, with 159, was second and Doyle Osman, account executive, third with 161.

GERALD D. COLEMAN has resigned from the engineering department of KDKA and WPIT, Pittsburgh, to become chief engineer of the new WKPA, New Kensington, Pa., scheduled to go on the air in October.

M. W. (Joe) RIFE, field supervising engineer of NBC, Chicago, is in an Ely, Minn., hospital where he was rushed following an accident in which he broke two bones in his leg while portaging a boat in the Pipestone Lake area of the Superior Forest in Minnesota.

CRANIAL dressings augment the equipment of Paul Fonda, CAA flying instructor and studio engineer of KMBC, Kansas City, following a plane crash during a student flight. Ailerons of the ship froze as Fonda was attempting a landing and the plane spun 500 feet to the ground. Expert maneuvering by Fonda in maneuvering a skid landing saved lives of both, according to Army officials. After hospital treatment, Fonda handled his usual night assignment at KMBC. Structural fault was blamed for the crash at a CAA hearing.

PETER C. GOLDMARK, television engineering chief of CBS, on Aug. 20 was assigned Patent No. 2,211,926 covering a television-facsimile system by the U. S. Patent Office, rights to which he has assigned to the Markia Corp., New York. On the same day the Patent Office issued Patent No. 2,212,389, covering a sound control apparatus, to Creed M. Chorpening, of Youngstown, who has assigned his rights to Astatic Microphone Laboratory, Inc.

BILL GROVE, formerly engineer and assistant manager of KSAN, San Francisco, recently went to Cheyenne, Wyo., where he will install and manage the newly authorized KFBC. Mel Williams has succeeded Grove as chief engineer at KSAN.

ROBERT D. LAMBERT Jr., left WIS, Columbia, S. C., Aug. 23 to become an FCC inspector. He had been with the station five years and was chief control operator. Herbert Edison was promoted to the post.

OTTO KORNTHEUER, engineer of WHN, New York, married Carol Wyman at Port Chester Aug. 24. Best man was Frank Anzelone, WHN assistant chief engineer.

AL TEACHMAN, engineer of WEEI, Boston, was awarded a cash prize for artistic photography in a contest by the *Boston Post*.

ED DAWSON has joined the engineering staff of KROY, Sacramento, Cal.

HAL DIEKER, NBC Hollywood sound effects engineer, has recovered from a major operation and returns to his duties Sept. 2.

FRED LEWIS has joined WTAR, Norfolk, Va., as control operator.

WILLIAM W. ROBERTSON, Jr., formerly chief engineer at KRBC, Abilene, Tex., has been appointed plant operator of KWFT, Wichita Falls.

RUSSELL H. BENNETT, formerly at WJNO, West Palm Beach, Fla., has joined the engineering staff of WTAL, Tallahassee, Fla.

HIS EXCELLENCY Luang Kobid Apharwongse and Lieut. Col. Phra Aran Rojet, of Siam, recently visited R. V. (Doe) Howard, chief engineer of KSFO, during their stay in San Francisco. The Siamese officials are in this country to negotiate for the purchase of equipment to build six powerful new radio stations in Siam.

Chat With King

GERALD WILMOT and Gerard Arthur, Canadian Broadcasting Corp. announcers stationed in England, chatted with King George and Queen Elizabeth recently during a visit of Their Majesties to the British Broadcasting Corp. Overseas Division. The King recalled that he had first discovered Wilmot through hearing the announcer talking from a bush where he lay concealed while giving a commentary for Canadian listeners on a visit by the King to Canadian forces in an English camp.

Graybar's Sales Chief

DAVID H. O'BRIEN, general merchandising manager of Graybar Electric Co., has been assigned the additional functions of director of the telephone and research product sales departments, according to an announcement Aug. 21 by E. A. Hawkins, vice-president in charge of sales. Under the new setup reporting to Mr. O'Brien will be A. J. (Gus) Eaves, assistant general telephone sales manager, along with his staff comprising G. L. Donnett, research products sales manager, and L. D. Gore, sales manager of the hearing aids department. Mr. O'Brien's sales activities will include the direction of sales of all WE telephone equipment, including broadcasting and sound systems.

Mr. O'Brien

RCA Plans Expansion Of Indianapolis Plant

TO HANDLE anticipated Government orders under the National Defense Program, RCA Mfg. Co., Camden, N. J., will add to its Indianapolis plant a new building to cover 100,000 square feet and to be completed by Jan. 1, 1941. The company recently acquired 15 adjoining acres at Indianapolis and may carry expansion further if Government demands necessitate it.

Chief manufactures at the plant, which was opened in 1936, are equipment for public addresses, radio broadcasting, and photophone recording and reproducing, Victor records and glass tubes. About 1,000 additional employes wil be used in the new unit, making a total of 2,500.

SURVEY PROBLEMS

. . . should be given to Hooper-Holmes for solution. We can help you solve almost any problem you may have concerning your audience or your coverage.

THE HOOPER HOLMES BUREAU INC

Equipment

WITH the FCC having granted authority to increase the KHJ night power from 1,000 to 5,000 watts, Lewis Allen Weiss, Don Lee vice-president and general manager, announced in mid-August the purchase of a 13-acre tract near the intersection of Venice and La Cienega Blvds. where a complete new transmitter building is to be erected. Construction of the proposed building will get under way within 30 days, he said. Construction will include two 300-foot steel towers with directional antennas, erected 275 feet apart.

WJHL, Johnson City, Tenn., has ordered three Wincharger towers following its FCC order permitting switch from 1200 to 880 kc, and increase to 1,000 watts. Directional signal will be used. O. K. Garland, chief engineer, is supervising the installation. New remote studios are being equipped in Elizabethton, Tenn., 10 miles away, with H. L. Talbert to be in charge.

WDRC, Hartford, began its fulltime 5 kw. operation Aug. 15 from its new WE transmitter at Bloomfield, Conn. Directional antenna array, with a new Truscon 310-foot tower, same as old tower still used, has been constructed under the direction of Chief Engineer I. A. Martino to keep the signal away from WSAI, Cincinnati, also on 1330 kc.

AN EXPENDITURE of about $75,000 is represented in the new directional antenna installation with which KLZ, Denver, on Aug. 19 inaugurated its fulltime 5 kw. operation, according to Chief Engineer T. A. McClelland. Forty acres of ground had to be purchased for the new ground system, and an additional 444-foot Blaw-Knox tower erected along with a WE phase control unit and monitor.

WESTERN ELECTRIC has issued a new 18-page catalogue covering new radio transmitting equipment of 100-250 watt output (450 A-1 and 450 A-2) which encompasses many new features and is designed expressly for use in stations where limited technical personnel requires the conservation of manpower.

RCA MFG. Co., reports the sale of new transmitters to the following: WORD, Spartanburg, S. C., 250-K; KODL, The Dalles, Ore., 250-G; KRSC Seattle, 1-G; WJPF, Herrin, Ill., 250-G; WLAV, Grand Rapids, 250; WKPA, New Kensington, Pa., 250.

HOLLYWOOD TRANSFORMER Co., Hollywood, specializing in custom built Hi-Q chokes and audio transformers under the trade name of Hollytran, has appointed Norman B. Neely, that city, as national sales representative.

KTAR, Phoenix, is installing a new 5,000-watt Western Electric transmitter preparatory to its new 5,000 watts fulltime operation on 620 kc. in October. A 400-foot antenna has been erected by the Alliston Steel Mfg. Co., of Phoenix, along with a 300-foot directional. Arthur C. Anderson, KTAR chief engineer, is supervising.

PRESTO RECORDING Corp. is making available a new blower system for cleaning the surface of a disc while recording, and disposing of the shavings cut from the disc so that they cannot tangle under the surface needle.

GATES AMERICAN Corp., Quincy, Ill., will install a Model 250-A transmitter, 20D speech input console, turn tables, monitors and remote equipment in the new KONB, Omaha, scheduled to begin operating about Sept. 15. Gates American will also install a 250-A transmitter, 20D speech input console and remote equipment in the new WLOF, Orlando, Fla., to go on the air in early September.

FCC Approval Granted To Frequency Monitors

FREQUENCY monitors manufactured by three companies have been approved for use by standard broadcast stations in an order by E. K. Jett, FCC chief engineer, who stated they comply with the requirements of Section 3.60 of the new rules and regulations and Section 15 of the standards of good engineering practice. The approved equipment, General Radio Co., Type 25A (formerly oscillator, Type 45c); deviation meter, Type 681B; quartz plate, Type 376L; General Radio Co., Type 25AB (oscillator type 475B and deviation meter 681A modified); RCA Mfg. Co., Type 311A; Western Electric Co., Type 1C (Type 1A modified). Approval numbers 1461 and 1464 respectively were issued.

These are the only monitors which may be employed by new stations whose construction permits have been granted on or after Aug. 1, 1939, according to the Commission. However, several other manufacturers have submitted or have stated they propose to submit data showing that, with certain modifications, monitors that were formerly approved under Section 21 of the standards are capable of complying. If approved, these will be assigned approval numbers.

Finch Facsimile Ordered By British for Warfare

AN ORDER previously placed by the French for Finch duplex facsimile units to be used as a military aid, has been taken over by the British government according to William G. H. Finch, president of Finch Telecommunications Inc., Passaic, N. J. This newly-developed equipment is designed to serve as a means of written communication between fixed and mobile units, such as airplanes in reconnaissance flights, field forces and headquarters. Because the machines can transmit by radio maps, charts, sketches and written orders and messages, they have been found of special value to the air corps. The equipment is designed to receive as well as transmit material, thus maintaining two-way communication at all times.

New WE Equipment

A NEW LINE of custom-built desk type speech input equipment, adapted for both frequency modulation and amplitude modulation, was announced Aug. 26 by Western Electric. F. R. Lack, manager of the WE Specialty Products Division, said the new equipment is designed to meet the individual needs of stations regardless of size or operating requirements due to unit construction in both electrical and mechanical aspects. Henry Dreyfuss, industrial stylist, designed the equipment.

GENERAL ELECTRIC Co. has issued new catalogue sheets on its 250-watt FM broadcast transmitter (Type GF1B) and on its 1 kw. FM broadcast transmitter (GF-101-B).

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has announced two new recording discs with paper base, non-inflammable and heavy coated acetate. One item is being manufactured in sizes of 4 to 12 inches, with double face.

THERE'S A LINGO ANTENNA FOR EVERY BROADCASTING NEED & PURPOSE
for FM
Frequency Modulation
LINGO
TURNSTILE
ANTENNAS
Based on EXPERIENCE — not experiment! These antennas have already been proved by years of use at W2XMN. Available for use on existing towers or on buildings. Furnished complete with essential tubular steel mounting pole, elements, insulators, wires, bands, etc.
for AM
Amplitude Modulation
LINGO
VERTICAL
RADIATORS
More PERFORMANCE . . . PER FOOT!
Actual results offer amazing proof that wherever in operation Lingo Vertical Tubular Steel Radiators give a new "plus" performance. Don't overlook the opportunity to step up the efficiency of your station. We'll be glad to show you how and why it can be done!
Also Manufacturers of DURAL PORTABLE RADIATORS
FREE TECHNICAL DATA
Write today for complete details concerning your antenna needs. Our engineering staff will be pleased to provide complete technical data without obligation. Inquiries should indicate planned frequency, power and location of station. (For FM give height of building or supporting tower.)
JOHN E. LINGO & SON, Inc.
Constructing and Erecting Vertical Structures Since 1897
DEPT. B-9
CAMDEN, NEW JERSEY
LINGO VERTICAL TUBULAR STEEL RADIATORS

WBAL
means business
in Baltimore

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means business
in Baltimore

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FORTY-TWO pages of detailed information for radio advertisers are provided by the sales promotion department of WXYZ, Detroit, in a market data booklet covering the station and Michigan Radio Network coverage.

With red cellophane inside cover obliterating certain parts of the headline printed in red, the novel edition includes graphs, charts and pictographs relating market facts and coverage. Growth of WXYZ is dynamically told. Leatherette cover and index tabs facilitate reference, with loose-leaf assembly permitting substitution of new pages.

* * *

4H Awards

TO SUSTAIN interest in the 4H movement, WNAX, Yankton, S. D., plans to award bronze medallions to youths in the Minnesota, Iowa, South Dakota and Nebraska areas. Awards will be made each fall at the annual 4H banquets in the various counties and will be publicized on the weekly WNAX program, *The 4H Roundup*. Charles Worcester, farm service director of WNAX, is covering, Aug. 19 to Sept. 11, 14 State and county fairs in the Midwest with remote and transcription equipment. Programs will be used on a noon farm service program.

* * *

Studio Trailer at Fairs

ANNUAL food show of the Cincinnati Retail Grocers & Meat Dealers, held at the Cincinnati Zoological Gardens, Aug. 20 to Sept. 2, featured the "studio plane" of WCKY, Cincinnati. Daily quiz programs, conducted by Al Bland and Bernie Johnson, were broadcast from the grounds, and Rex Davis, newscaster for Taystee Bread, gave his daily broadcast from the booth of his sponsor. The "studio plane" auto trailer will be exhibited at the Carthage, O., Fair, Sept. 1-14.

* * *

More Than Usual

A DIFFERENT type program chart than that regularly issued by independent stations or networks has been prepared by WBNX, New York, for distribution to sponsors, prospective advertisers, agencies, and press editors. The 9-page mimeographed chart not only lists the station's programs and sponsors, but also gives a detailed classification of programs and talent featured in addition to information about the station executives.

* * *

Grocers Feted

MORE than 1,000 grocers and their families were guests of KOY, Phoenix, at Riverside Park, local amusement resort. An aquatic show was given by local swimmers, foremost of which was the "KOY Water Ballet", and staff artists of KOY furnished music and songs for the gathering. The 26 national products handled by the grocers and advertised over KOY, were advertised on placards, each carried by a bathing beauty.

* * *

Booth at Exposition

A SPECIAL air-conditioned exhibit booth was erected by WKRC, Cincinnati, at the 26th annual Pure Food & Health Exposition at the Cincinnati Zoological Gardens, Aug. 20-Sept. 2. WKRC broadcast seven daily programs from the new portable studio. The booth will be used at several other shows in the near future.

Merchandising & Promotion

Yankton Medals—Chart of Programs—Latin Letters—Exhilator—Pix and Posters and Booklets

KLZ's 20th Anniversary

ONE of the nation's oldest stations, KLZ, Denver, celebrated its 20th anniversary Aug. 19 by going to fulltime with 5,000 watts and staging a historical program written and produced by Derby Sproul, production manager. Timed with the dedication broadcast, Western Union messengers delivered telegrams to local advertisers and agency executives while a four-page broadside titled *Unveil the Mystery* was mailed to the national field. Preliminary to the program, KLZ staged its annual picnic at Lakeside Park which was attended by 10,000, advertising it exclusively by radio and distributing tickets through local program sponsors.

* * *

Recorded Sales Talk

SUCCESSFUL merchandising of a spot campaign on WHN, New York, by salesmen carrying phonographs through the city and playing a theme song and a complete sales talk is reported by A. Schreter & Sons Co., Baltimore, for neckties. Five salesmen were sent out in New York a month before the program of daily station-break announcements started recently and drew so many listeners on the streets and in retail stores that many dealers have ordered records for private use in their stores. Bermingham, Castleman & Pierce, New York, handles the account.

* * *

Seek GE Booklet

MORE than 2,000 requests from Latin and South America have been received by General Electric Co., Schenectady, during the past month for the 16-page guide of shortwave stations throughout the world, which the company offers free to listeners of its own international stations. The booklet, printed in English, Spanish and French, includes operating schedules, frequencies and call letters of the stations, together with a world-wide time map comparing times of the world with Eastern Standard Time.

* * *

Last Word in Exhibits

A MODERN building of stainless steel, soundproof and air-conditioned, served as the WSAI Cincinnati, studio and control booth at the Cincinnati Pure Food Show. Large observation panels enabled spectators to watch the six daily programs of WSAI emanating from the show grounds.

* * *

Off the Cob

CENTRAL STATES BROADCASTING Co. has distributed a four-page leaflet telling advertisers that blacksmiths and corncobs for kitchen use are as outmoded as failure to use radio for sales messages. Attached to the envelope is an authentic corncob.

* * *

On the Screen

WHAI, Greenfield, Mass., has arranged with four local theatres to run trailers advertising station features and activities.

Plans Lux Promotion

WICK CRIDER of the radio publicity department of J. Walter Thompson Co., New York, on Aug. 25 started a two-week tour of key cities in the East and Midwest to work out publicity and promotion angles with station men and radio editors for the sixth consecutive season of the *Lux Radio Theatre*, which returns to CBS Sept. 9. The program is sponsored by Lever Bros. Co., Cambridge, Mass., for Lux, and will be heard Mondays, 9-10 p.m.

* * *

Miniature Tower

A MINIATURE replica of the station's tower was featured in the booth of KFBB, Great Falls, Mont., at the North Montana State Fair. Ribbons streamed back from the tower to a coverage map in the background. Also on display were names of KFBB advertisers, staff artists, and various types of microphones, tubes, recording apparatus and receiving sets.

* * *

Bulletins and Trailers

TO PROMOTE sponsored programs, KROY, Sacramento, Cal., is using sound motion picture trailers in four downtown theaters, changing the style of presentation every ten days. In addition to the trailers, 50 news bulletins are distributed to important window positions in the KROY intense coverage area.

* * *

Rejuvenator

A HEART-SHAPED box promising to rejuvenate sales contains a bottle of genuine Fountain of Youth water, prescribed by WMBR-WFOY, Jacksonville-St. Augustine, Fla. A parchment scroll carries a sales message.

EVEN STAID NBC executives succumbed to the lure of their own WENR Hi-Li Contest [BROADCASTING, Aug. 15] now in progress in many Chicago playgrounds and in Balaban & Katz neighborhood theatres. Seated on the running board of the official Hi-Li car are (l to r) William B. Ray, manager of the NBC Central Division Press Department; Emmons C. Carlson, advertising and promotion manager for the division; Sidney N. Strotz, NBC vice-president, and M. M. Boyd, local sales manager of NBC. The expert demonstrating the game is Thomas Ennis, general manager of the Hi-Li Sales Corp.

From Newsreel Theatre

NEHI BOTTLING Co., Los Angeles (Royal Crown Cola and Par-T-Pak), in a 13-week campaign ending Nov. 1, is sponsoring a five-weekly quarter-hour late afternoon program, *Newsreel of the Air*, on KMPC, Beverly Hills, Cal. Series features Jimmy Mack and Ira Cook, newscasters, and originates from a newsroom studio in the foyer of the Downtown Newsreel Theatre, Los Angeles. The broadcast is patterned after movie newsreels. Besides theatre trailers, newspaper space and truck banners are being utilized by the sponsor to merchandise the series. Agency is BBDO, Hollywood.

* * *

WBZ Pix

MORE than 250 advertising agency men in New York, Philadelphia, Boston and Chicago have received via Western Union framed pictures of the WBZ, Boston, new 50,000-watt transmitter house and towers, with the compliments of Frank R. Bowes, sales manager.

* * *

Baltimore Visit

POSTERS were distributed around Baltimore by WFBR to promote the "visit" of the Carnation *Contented Hour*, NBC-Red program, in Baltimore Sept. 9.

BROCHURES

MBS — Board-bound, cloth-covered brochure, "Air-rithmetic," explaining in semi-humorous style the operations of Mutual's Volume Purchase Plan. A pencil is clipped to the cover for use by the recipient in figuring out just how the plan would work for him. Book is the work of Robert A. Schmid, MBS sales promotion director.

WFBM, Indianapolis — Four page folder offering Mrs. Rose Lee Farrell, home economics specialist, for sponsorship.

WHN, New York—"WHN Presents Hockey", a ten-page booklet.

KMOX, St. Louis—"The All-Stars Prove It Again", with results of survey.

WHO, Des Moines—Illustrated booklet for distribution at State Fair.

WJZ, New York — Two-page folder "It Could Be About You," promoting *The Woman of Tomorrow*.

CBS Pacific Network — Brown and white folder stressing cost of CBS coverage in the West.

Z-BAR NET—File-simulating resume of coverage and market data.

WDRC, Hartford—Market data, with miniature airplane attached.

KLZ, Denver—Black "veil" overlay conceals title, based on power boost.

GOLDEN WEDDING Day, now an annual event in Davenport, Ia., found WOC playing host to more than 100 couples married 50 years or more. This picture was taken at the WOC banquet which wound up a day of festivities that included a parade, an address of welcome by Davenport's mayor and entertainment at the Mississippi Valley Fair. Mary Louise Marshall, WOC home economics expert, who arranged the affair, is seen standing with Announcer Bob Frank. Seated at left is Harry Garstang, president of the Golden Anniversary Club, flanked by J. Buryl Lottridge, WOC manager. Col. B. J. Palmer, president of WOC-WHO, addressed the assemblage.

Nestle Tests Bleach

NESTLE LeMUR Co., New York, on Aug. 20 started a test campaign on WOR, Newark, using quarter-hour sponsorship of *Ed Fitzgerald's* program Tuesdays, 1:15-1:30 p.m., with spot announcements on the program at the same time on the other four weekdays. The campaign is to introduce in the New York area the company's new hair bleach with an oily base, Nestle Lite. According to R. T. O'Connell Co., New York, the agency, more stations will be added to the campaign this fall.

Broken Date

THE ANONYMOUS British air hero who missed an interview with John Steele, MBS London commentator, when he was shot down is none other than the brother of Robert Donahue, program director of WLLH, MBS outlet in Lowell, Mass., Mr. Donahue has revealed. The WLLH program director advised the MBS publicity office of the flier's identity after an MBS news release of mid-August alluded to a report from Mr. Steele, mentioning nejther the name nor the extent of the injuries of the pilot beyond identifying him as a Texan in the R.A.F. In a wire to MBS, Mr. Donahue said: "Texas pilot referred to in release is my brother and is at Charlton Hospital, Kent. Do not know extent of injuries, but believe not serious and may be available soon for broadcast."

Forum Goes to MBS

AMERICAN ECONOMIC FOUNDATION, Cleveland, a non-sectarian, non-profit group formed in 1939, on Sept. 2 is expanding its local sponsorship of *Wake Up America* on WHK, Cleveland, to a network of 41 MBS stations, Mondays, 9-10 p. m. Purpose of the program is to present outstanding speakers in forum discussions of current national problems for the general information of the American public. Agency in charge is Bayless, Kerr Co., Cleveland.

WFIL, School to Give Scholarships in Contest

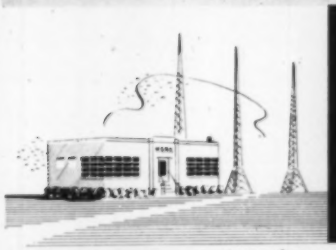
WFIL, Philadelphia, in association with the Charles Morris Price School of Advertising of the Poor Richard Club, will present a 13-week series of institutional programs devoted to the various phases of advertising, starting Sept. 24. At the conclusion of the series, two scholarships will be offered to graduates of the public and parochial schools in five Eastern Pennsylvania counties and in the three neighboring New Jersey counties, the Price School donating one scholarship and WFIL the other.

Competitive examinations will be held for the scholarship awards, open to high school graduates since 1938 and seniors of the '41 classes. The purpose of the programs is to build interest in advertising as a career and a close tie-in will be effected with school systems. Local and national personalities will lecture during each weekly half-hour on a topic related to advertising.

Oboler's Plays in Book

ARCH OBOLER, Hollywood writer-producer, is author of a book of 14 original radio plays which he wrote and produced on NBC. The book is being published by Random House for release Oct. 4 to coincide with his new NBC fall series, *Everyman's Theatre*, which starts on that date under sponsorship of Procter & Gamble. Lewis Titterton, head of the NBC New York script department, has written the foreword. *This Lonely Heart*, the story which will open Oboler's new NBC series, with Nazimova in the starring role, has been chosen by Max Wiley as the best original radio play of 1940, and is included in Wiley's *Best Broadcasts of 1940*.

Directional over New York



Now! 5000 WATTS DAY and NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN!

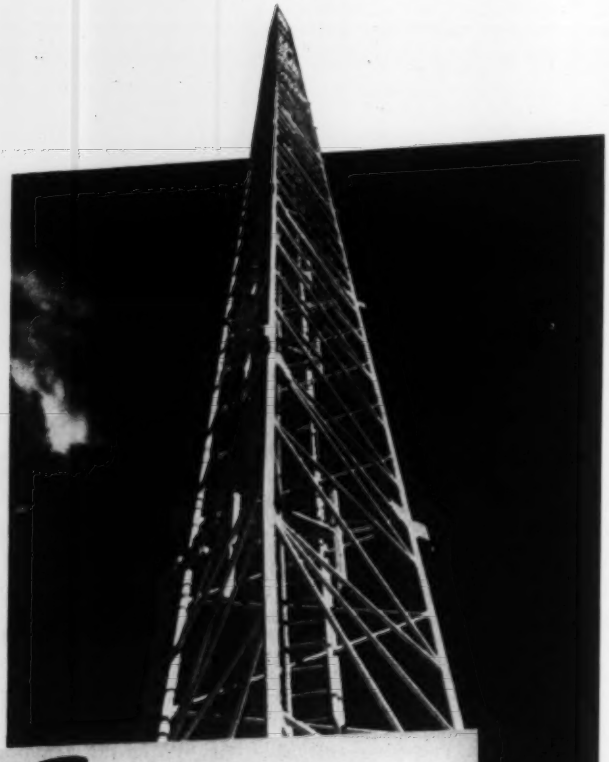
WKZO

KALAMAZOO 1000 WATTS ... 590 KILOCYCLES

SERVING 708,596 PEOPLE IN THIS AREA
176,350 RADIO FAMILIES
FULL TIME OPERATION—18 HOURS DAILY
SERVING MICHIGAN'S SECOND LARGEST MARKET
THE KALAMAZOO AND GRAND RAPIDS AREA

Representative HOWARD H. WILSON New York • Chicago • Kansas City • San Francisco

JOHN E. FETZER President and General Manager



Signal Strength

Various factors govern the signal strength and coverage of a broadcasting station. Among these are design, height and insulation of the radiator. Because of the experience and researches of Blaw-Knox engineers in dealing with these problems, covering the entire history of radio, Blaw-Knox Vertical Radiators will enhance the efficiency of any station. We will be glad to make our experience and facilities available to you.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

Distributor
GraybaR
ELECTRIC COMPANY

Studio Notes

KGO, San Francisco, for the second successive year has been chosen by the San Francisco Junior Advertising Club as key outlet of a Pacific Coast NBC-Blue network to carry a campaign for its mythical soft drink, Quench. The club is earning national recognition for its annual complete advertising project, during which members plan a full campaign for an imaginary product. Senior members of the San Francisco Advertising Club act as advisors for the study, during which copy and media are selected as scientifically as if an actual campaign were in progress.

AN INCREASE in revenue of 34% for July, 1940 over the same period of 1939 has been announced by W. A. McGuineas, sales manager of WGN, Chicago. Thus far, July is second only to May as peak month of the year. The increase is based on revenue only of local and spot accounts.

CONSTRUCTION of new studios at WGAR, Cleveland, has been announced by John F. Patt, general manager. The station remains in the Hotel Statler. A $20,000 contract has been awarded to the H. A. Erf Acoustical Engineering Company. Work has already begun, with Sept. 15 as the date of completion.

KSTP, St. Paul, featured its Minnesota State Fair broadcasts this year by opening the daily schedule with a broadcast from the 4-H Club building. Tieing in with the *Minneapolis Star Journal*, KSTP fed the program to the Minnesota Radio Network of KROC, Rochester; KFAM, St. Cloud; KSYM, Mankato, with the paper's radio director, George Grim, as producer-announcer.

MORE THAN 3,000 attended the recent fifth anniversary broadcast of *Budda's Amateur Hour* on KFRC, sponsored by Marin-Dell Creamery from the stage of the War Memorial Opera House in San Francisco. Merchandise donated by listeners was auctioned and the proceeds given to the Red Cross.

SOUTHEAST Arkansas joined in KOTN's celebration of its power boost to 250 watts, with a week of festivities centered in Pine Bluff and nearby towns. Special programs were dedicated to each county in the area and newspapers sponsored programs for their counties.

AN AIR drama written to encourage enlistment in the Navy was produced by KFEQ, St. Joseph, Mo. Author was Harry Packard, with Rose Herzog in charge of production. A cast of 15 participated.

ARTHUR FASKE, operator of WCNW, Brooklyn, has applied to the FCC for authority to move its studios from Flatbush Ave. in Brooklyn to 101 Park Ave., Manhattan.

HOLLYWOOD station record turners who can prove their mettle in filling gaps between numbers with live chatter, and accurate band and music information, have formed an association, The Broadcasters of Popular Music Recordings of California. Al Jarvis conductor of the KFWB *Make-Believe Ballroom*, and Bob Weiss, the *Jive-Inile Recorder* of that station, with Peter Potter who handles recorded programs on several Los Angeles area stations under sponsorship of Standard Storage Garages (used cars), head the organization committee. They plan to make BPMR national, with Tommy Dorsey as honorary president.

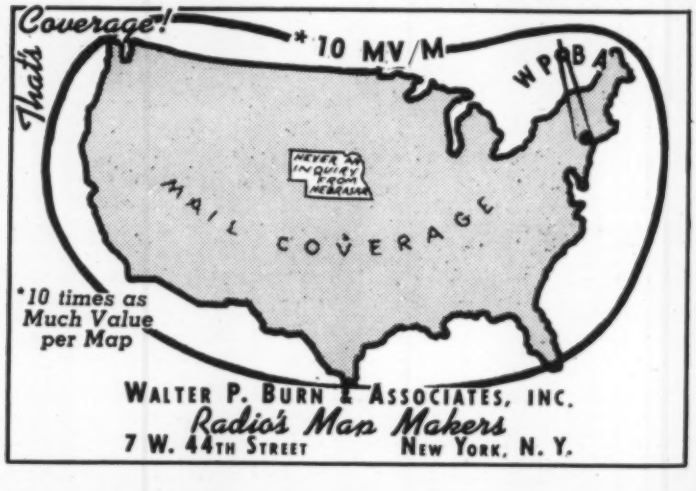
LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Los Angeles; Fox Case, CBS western division public affairs and special events director, Hollywood; Arthur Westlund, manager of KRE, Berkeley, and Charles P. Scott, manager of KTKC, Visalia, have been appointed members of the radio communications subcommittee of the California Legislative Advisory Committee on Defense & Employment. Dick Connor, head of Richard F. Connor Adv. Agency, Manhattan Beach Cal., is chairman of the subcommittee.

SCORES ranged from 76 to 190 in WCCO's staff golf tournament at the Minneapolis Club Aug. 22, with Eddie Gallaher, sports announcer, getting the low score and station cup. Announcer-Salesman Al Harding got the 190. A large lunch and impromptu jam session by the staff orchestra climaxed the party.

WWL, New Orleans, in cooperation with Gov. Jones of Louisiana, and the local Young Men's Business Club are planning a gigantic benefit performance Sept. 5 for the flood sufferers of Louisiana. Dorothy Lamour and Hal Kemp orchestra will participate.

RADIO helped toast the members of the U. S. Antarctic Expedition Aug. 30 when they got their first glimpse of the summer sun by broadcasting a salute to the explorers sponsored by the *New York Sun* on NBC-Red and shortwaving it on WGEO, Schenectady, to Little America. The program, from the World's Fair grounds, featured songs by Lucy Monroe, star of "American Jubilee" and by the St. Elmo Johnson choir from "Gay New Orleans". John S. Young, director of radio and television for the fair, was m.c., also having acted as NBC announcer on a series of radio salutes to the 1929 expedition.

WFIL, Philadelphia, on Sept. 29 revives its *Mystery History* program, a quiz show based on American history. Mutual formerly carried the series, but this year it is being submitted to NBC-Blue. A weekly sustaining show, it will again present three dramatic sketches followed by a quiz based on the historical incidents of the plays, contestants chosen from the studio audience. Don Martin again produces.



FOLLOWING the NAB convention in San Francisco, Arthur J. Kemp, CBS Pacific Coast sales manager, took visiting salesmen of Radio Sales Inc. to Hollywood via the Yosemite Valley. Those in the group were: J. Kelly Smith, general sales manager, Chicago; Howard S. Meighan, Eastern sales manager, New York; Merle S. Jones, manager KMOX, St. Louis; A. E. Joscelyn, manager, WBT, Charlotte, N. C.; Harold E. Fellows, manager WEEI, Boston; Kingsley Horton, sales manager, WEEI, Boston; Arthur Hull Hayes, sales manager, WABC New York; Henry M. Jackson, CBS Pacific northern division sales manager, San Francisco.

WSOC, Charlotte, N. C., placed its entire facilities in the hands of the local Mayor's Committee for national defense. Radio chairman of the committee is John Ward, WSOC salesman and member of council, assisted by W. B. Crutchfield, program director of WBT.

INCREASING interest in radio has prompted the U of Minnesota to increase its course in radio script writing to embrace a total of 1½ years instruction. This course, established in 1936, retains Luther Weaver, of Luther Weaver & Associates, in charge again for the coming scholastic year.

BEGINNING its tenth year Sept. 1, the CBS *Church of the Air* has received congratulatory messages from clergy and listeners of all faiths. Represented alternately on its two Sunday programs are all religions which broadcast their services and religious talks. The program will continue on the same basis.

MBS RESUMED on Aug. 19 *The Green Hornet*, series of half-hour adventure dramas which has been on NBC-Blue since Nov. 16, 1939. The series, available to national and local sponsors, is broadcast Mondays, 9:30 to 10 p.m. (EDST) and Wednesdays, 8:30 to 9 p.m. Written by Fran Striker, author of the *Lone Ranger*, the series is based largely on crookedness revealed in newspapers. Each program is a complete story starring Britt Reid.

TO ENCOURAGE England's civil population during the last two weeks in August, a series of quarter-hour programs, titled *Hands Across the Sea*, was relayed daily to England through the joint facilities of WMCA, New York, and WRUL, shortwave station in Boston, and presented under the auspices of the British American Ambulance Corps. Series was not heard in the United States.

WPEN, Philadelphia, will drop INS next month and use Transradio. The switch in service takes place Oct. 10, at which time the station expects to be housed in its new studios.

PATRIOTIC dramas based on American history will be a feature of *Yankee Doodle Goes to Town* to start on MBS Sept. 2 and continue on Mondays.

WDAS, Philadelphia, which introduced the "going home to listen to" cartoon series in newspapers on May 15, 1937, since then syndicated to 78 other stations thruout the country, is preparing a new cartoon series. The new cartoon feature, which will also be syndicated by Paul Roberts' Broadcasters Promotion Service, Atlantic City, will use "everybody's listening to WDAS" as its theme. The cartoons are all institutional and aimed at station listening solely.

WPTF, Raleigh, staged two remote broadcasts from the flooded district of the Roanoke River near Roanoke Rapids, N. C. Bob Dufour, Carl Goersch, and Henry Hulick, who conducted the broadcasts drove through 1½ feet of water on the only open road back to Raleigh just a half-hour before the road was closed.

ANNUAL Baseball Party at Sportsman's Park Aug. 22, conducted by France Laux, KMOX, St. Louis, sports announcer, attracted a crowd of 31,107, of which 23,871 were children admitted free.

NEW ALIEN registration requirements of the U. S. Government find stations and networks cooperating fully, with some sponsors devoting time to announcements. When the law went into effect Aug. 27, WHOM, Jersey City, staged a midnight broadcast of the first fingerprinting done at the New York postoffice. Left to right: Announcer Frank Krueger; Joseph Lang, WHOM manager; Arno Kurt Gundelfinger, first alien in line; Joseph Syrop, postoffice foreman and fingerprinting expert.

SPONSOR participation program, *Make Believe Ballroom*, which was heard from early in 1936 until April 1938 on WCFL, Chicago, and since that time on WAAF, Chicago, on Sept. 2 moves to WGN, Chicago, six days weekly from 1:15-2 p.m. Eddie Chase m.c. of the show since its origination, will continue in the same capacity. Listeners are asked to select the orchestras they want to hear and, according to popular vote, transcribed music by four are heard daily, one being featured all week and known as the "Band of the Week".

KFRO, Longview, selecting from 50 transcribed shows submitted by other stations for its recent 1,000 watts dedicatory program, judged the program of KGIR, Butte, the most unique; WRR, Dallas, the best comedy; KMBC, Kansas City, the easiest publicized; KYUM, Yuma, Ariz., the best civic; WKY, Oklahoma City, the most entertaining.

WSB, Atlanta, set up an exhibit in the main assembly hall of the Georgia Farm & Home Week in Athens, Ga., last month, and about 2,500 delegates visited the exhibit where the station had a radio, ice cooler, chairs and picture boards telling its service to farmers, etc.

A DINNER honoring prominent North Carolinian football coaches and their staffs as well as sports commentators and editors will be given Sept. 9 by WPTF, Raleigh, N. C. Jake Wade, sports editor of the *Charlotte Observer*, will be toastmaster and Richard Mason, WPTF manager, will extend greetings on behalf of the station.

WITH the addition of INS Aug. 20, WHO, Des Moines, is now served with complete coverage by INS and UP. A battery of seven teletypes brings news 20 hours daily to the newsroom, where Editor Jack Shelley and nine assistants prepare it for the eight daily newscasts of WHO.

DURING the peach marketing season WSPA, Spartanburg, S. C., guided truckers to orchards where tree-ripened fruit was available, working with the South Carolina Peach Growers' Assn., which used spot announcements.

THE softball team of WIRE became the first ever to reach the Indianapolis city finals of the annual tournament three consecutive times when they placed second in the 1940 event. WIRE was runner-up in 1938 and winner in 1939.

NBC Hollywood staff has started a twice-monthly five-page house organ mast-headed, *Radio City Reporter*. Editorial staff is headed by Stan Radom, Harry Saz and Kay Phelan.

WBAL Farm Service

EMBARKING on a policy of identifying WBAL, Baltimore, with its contiguous rural areas, Harold C. Burke, manager, has announced the appointment of John A. Zufall as farm program director. Mr. Zufall is the leader of a troupe known as *Happy Johnny and His Gang* which has played more than 200 towns in Maryland, Pennsylvania, Delaware and Virginia. The first program to be scheduled is *Breakfast on the Farm*, starting Sept. 2, to be heard daily except Sunday at 6-6:45 a.m. Another farm program, its format and time not yet determined, will start Sept. 30.

Apprentice Course

AN APPRENTICESHIP course in practical radio broadcasting will be started Sept. 24 at WMCA, New York, by the Marketing Department of New York U's School of Commerce in cooperation with the station, according to an announcement by Donald Flamm, president of WMCA and Warren B. Dygert, assistant professor of NYU radio courses. About 15 students will be selected from advanced radio classes and, by working under department heads, will learn to apply their theories to actual broadcasting. It is also planned to form a placement committee consisting of key men in radio to assist in finding jobs for worthy graduates. Fields to be covered in the apprenticeships include programs, production, script writing, publicity, promotion, news, announcing and sales.

Selling Control of KORN

CLARK STANDIFORD, onetime half-owner of KGFW, Kearney, Neb., who heads the company which established KORN, Fremont, Neb., last December, has applied to the FCC for authority to transfer his controlling interest to other stockholders. He proposes to sell his 52% interest to C. J. Malmsten, Arthur Baldwin, A. C. Sidner, S. S. Sidner and Earl J. Lee. Mr. Standiford is 5% stockholder in MBS Broadcast Co., which last June was authorized to erect a new local in Omaha to be known as KONB [BROADCASTING, July 1] which is controlled by Mr. Malmsten, a resident of Lincoln, Neb.; Arthur Baldwin of Fremont, and John K. Morrison, of Omaha.

In Toledo

Northwestern Ohio and Southern Michigan

They Listen

consistently to

WSPD

Here are just a few reasons why —

★

5000 Watts

night and day, spells coverage

★

NBC Basic Red denotes big name shows

★

19 years of service —signifies habit

★

Showmanship and public events, means local color

★

WSPD

Toledo, Ohio

Represented nationally by The Katz Agency

New Color Television System Developed Secretly by CBS

Chairman Fly Sees Goldmark Method Demonstrated; Simplicity, Faithful Color Are Claimed

AFTER six months of secret research, CBS on Aug. 29 announced development of what was described as a simple system of sending and receiving television images in full color. The announcement was made following a laboratory demonstration of the new process in New York to FCC Chairman James Lawrence Fly. The initial demonstrations also marked the first time CBS actually had broadcast anything but television test patterns.

According to the announcement of Paul W. Kesten, CBS vice-president, the color television pictures demonstrated used the same 6 mc. frequency band required for ordinary black-and-white telecasting. He also indicated that the apparatus developed in conjunction with the new color technique was comparatively simple, and that ordinary television receivers, with very little adaptation and addition of a color attachment, could receive the signals.

They're 'Real Colors'

Another factor cited as unique was the fact that the same signal could be received either by standard television models or those equipped with the color attachment, with a clear black and white picture screening on the former and a full color view on the latter.

"We believe that in bringing full color television to this stage of development, Dr. Peter C. Goldmark, CBS chief television engineer who invented and developed the system, has made the most important contribution to the art in the last 15 years," Mr. Kesten commented. "In the pictures we have seen the colors are real colors, not just approximations. They appear to have a greater and more faithful range of shade and vitality than exist today even in color motion pictures."

Mr. Kesten also explained several other unique features of the CBS color television method. In addition to the more pleasing lifelike and dramatic quality of the pictures, it has been found that the use of color actually increases the apparent definition of the picture and makes small objects easier to recognize, particularly when this is dependent on variations in color or tone, he pointed out.

"Color tends to remove the limitation of black-and-white television's inability to define small objects clearly, because contrast between colors is discernible, where contrast between mere shades of gray may be lost to the eye," he remarked. "For instance, taking a picture of a very small red flower against a background of grass, both the flower and the grass would appear as shades of gray in black-and-white television. But in full color television, the red flower stands out in sharp contrast against the green grass."

The method by which the full color is produced was described as inherently simple. The receiver used in the color demonstration was a standard production model adjusted only to a minor extent and equipped with the simple color attachment, according to Adrian Murphy, CBS executive director of television. The cost of the attachment would be comparatively small, he estimated.

Although the color technique was claimed as a unique CBS development, Mr. Kesten stated that the network does not intend to keep the new process for its exclusive use, and already is drafting plans to make it available to the public through manufacturers of television transmitting and receiving equipment.

First trial of the new process was made Aug. 28 when color motion pictures were telecast from the CBS transmitter atop the Chrysler Bldg. and successfully received in the CBS laboratories. This broadcast was picked up by a number of regular television lookers in the New York area, who reported reception of a good black-and white picture, CBS stated.

The next demonstration is scheduled for Sept. 4 when the press will have its first look at the new CBS development. CBS also announced that at its next meeting, members of the National Television Systems Committee in New York will be invited to view color television. At that time technical details of the method will be divulged.

Will Raise Definition

"At the present rate of progress, CBS hopes to have its color system ready for commercial use by Jan. 1, 1941," Mr. Kesten declared. Meanwhile, present improvised apparatus will be further refined and the transmitter put in shape for regular program service, it was indicated. Mr. Kesten also observed that the possibility of such early commercial realization was increased since the system requires only one camera at the pickup point, one transmitter, and a receiver with only a single cathode ray tube of conventional design.

Although scanning standards under the new CBS color system differ from those proposed to the FCC, they produced at the demonstration a black-and-white picture of 343-line quality, CBS claimed. A still further increase in the number of lines for color pictures is contemplated, and Dr. Goldmark has started work on raising the line number to between 400 and 500, at the same time remaining within the 4.5 mc. band width conventionally used by the picture signal. It was claimed that the color picture appeared to the eye to have definition superior to that of black-and-white pictures using a higher number of lines.

DR. PETER C. GOLDMARK

Cisler Prods Bing

BING CROSBY, crooner, was urged to reconsider his decision to quit radio if he couldn't use ASCAP music, in an open letter written by Steve Cisler, manager of WGRC, New Albany, Ind. Cisler reminded Crosby that many non-ASCAP songs have aided his rise to fame and said that while he would be missed, the radio industry wouldn't shut up shop. He added:

Radio would like to keep you, Mr. Bing, and your distinctive style; but you should well know by now that we run our own business, and that this is no time for a "Munich" settlement on music simply because you want to use the creations of a few Hollywood and New York song writers. There are plenty of other good songs in this country that can be taken up, and you are one of the top singers in radio who can recognize a good song and put it over—but not the only one.

Trucking Assn. Plans

ALTHOUGH American Trucking Assn., New York, plans to start its national advertising campaign around Sept. 20, no definite plans for radio have been released by Biow Co., New York, which stated that radio would surely be used, however. The campaign, for which $400,000 will be appropriated annually, will promote advantages of truck service.

Cormier Joins WHN

AL CORMIER, formerly vice-president and general manager of WINS, New York, and former general manager of WIP, Philadelphia, and WOR, Newark, has joined the sales staff of WHN, New York. Mr. Cormier will handle local accounts and represent the station in Philadelphia.

New Grove Campaign

GROVE LABORATORIES, St. Louis, which recently appointed J. Walter Thompson Co., New York, to handle spot radio for Bromo-Quinine, Oct. 7 starts a large campaign for the product on an extensive list of stations, using one-minute transcribed announcements on local participating programs. Station list is not yet definitely decided.

Coco Wheats Spots

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Wheats), is planning an extended campaign of national spot business scheduled to start in October. In the main, stations to be used will be the same as in previous years. Varied programs will be used, depending on the market. As BROADCASTING went to press, the only schedule released was a 22-week series of five-weekly quarter-hour programs on WLS, Chicago, featuring *Joe Kelly & His Pet Pals*. Rogers & Smith, Chicago, handles the account.

Tootsie Rolls to Add

SWEETS Co. of America, New York, on Aug. 19 and 27 signed 13-week renewal contracts with the six stations carrying 15-20 one-minute transcribed announcements weekly for Tootsie Rolls. According to Biow Co., New York, the agency in charge, the spot campaign, which has been running since last spring, has so increased sales for the company that more stations will be added later this fall. Current list includes WOR, Newark; WMAQ, Chicago; WEEI, Boston; WFAA, Dallas, and CKLW, Detroit.

Nestle's Participations

NESTLE'S MILK PRODUCTS, New York, recently contracted for participation on home economics and breakfast hour programs on five stations in the Midwest and one in Canada for Nescafe, a new coffee beverage. The company has been on WJR, Detroit, since May, but has just added WJBK, Detroit; KSTP, Minneapolis; WBNS, Columbus; WBBM, Chicago, and CKLW, Windsor, Ont. Contract on most of the stations is for 13 weeks. The station list may be expanded in the future. Agency is Leon Livingston Adv. Agency, San Francisco.

Bond Renews News

BOND CLOTHES, New York, on Sept. 9 starts thrice-weekly sponsorship of Arthur Hale's *Confidentially Yours* program on WOR, Newark, 7:15-7:30 p.m., and has renewed for 52 weeks its other two programs on WOR. These are quarter-hour Transradio news by Frank Singiser Sundays, and thrice-weekly sponsorship of John Gambling's 45-minute program of music and chatter. Agency is Neff-Rogow, New York.

NATIONAL BISCUIT Co., New York., has transferred its NBC Bread account to Lord & Thomas, effective Oct. 1. Lord & Thomas also has the firm's Cubs cereal account. No radio for the bread account is planned before the agency switch.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

DOLLARS

By The Millions

being spent in Asheville and Western Carolina by a banner "crop" of summer-fall vacationers. So, business is UP!

Let WWNC help you sell now in this busy market . . . for WWNC offers the only blanket radio coverage to be had!

But not the kind that sells RADIO TIME!

It takes Radio Attention to sell Radio Time. You've got to talk Radio. Now, doesn't that make you think of BROADCASTING? Here's the magazine that talks Radio 100% of the time . . . nothing but Radio. That's why its readers are Radio-minded . . . every last one of them. Maybe you have a Radio story to sell. Then BROADCASTING is the buy for you!

BROADCASTING
BLANKETS
TIME BUYERS!

They're Radio-Minded when they read **BROADCASTING**

RCA Scholarship Winner Is Named

G. W. Swenson Jr., Michigan, Wins in Field of 2,500

WINNER of the first $4,000 RCA Opportunity Scholarship is George W. Swenson Jr., 17, of Houghton, Mich., a high school graduate of last June and one of the 2,500 science students competing for the award. His selection was announced Aug. 30 by Gen. James G. Harbord, RCA chairman of the board, who interviewed the winner on a special NBC-Blue broadcast.

Inspected Plants

Competitors were given a difficult examination in mathematics, physics and radio principles, prepared by Columbia U professors and radio engineers. Eleven subsequently were chosen as preliminary winners. For the last month these finalists have been under scrutiny of RCA engineers and executives during their inspections of RCA, NBC and RCA Communications laboratories and manufacturing plants in New York, Camden and Riverhead, L. I.

About 30 different ratings of the boys, based on personal interviews and written reports on their observations of RCA's technical facilities, aided the six judges in deciding the winner.

Judges were Dr. A. N. Goldsmith, technical consulting engineer; Ralph R. Beal, RCA director of research; O. B. Hanson, NBC chief engineer; Dr. H. H. Beverage, chief engineer of RCA; Dr. Charles B. Jolliffe, director of the RCA frequency bureau, and Arthur F. Van Dyck, director of the RCA license laboratories.

To each of the other 10 finalists, all of whose expenses had been paid during their four weeks in the east, Gen. Harbord gave a $100 bill. Swenson will use his $4,000 to pay tuition and maintenance for four years at Michigan College of Mining and Technology where his father is a professor of physics. He will study electrical and radio engineering. In adjoining photo he is fourth from the right.

INSPECTING the control panel of the WJZ transmitter at Bound Brook, N. J., are the 11 finalists competing in RCA's nationwide contest for a $4,000 scholarship to the boy best equipped for a scientific career in wireless engineering [winner, fourth from right]. Seated at the desk is D. M. Stair, control engineer, while Engineers John Gullans (at extreme left), and Henry Steger (standing opposite Stair), explain the details.

Tacoma ASCAP Appeal Set for Sept. 7 Hearing

HEARING in the case of Tacoma vs. ASCAP has been set for Sept. 7 in the U. S. District Court following decision that the legality of anti-ASCAP legislation falls within that court's jurisdiction [BROADCASTING, July 1]. Motion papers will be filed for confirmation of the special master's report holding that Federal court has such jurisdictional powers, and ASCAP's application for a permanent injunction to restrain enforcement of the anti-ASCAP law will be heard.

According to Herman Finkelstein, of Schwartz & Frohlich, ASCAP counsel, the next hearing in the group of actions filed by ASCAP to test the constitutionality of various State anti-ASCAP plans will take place Oct. 7 in the case of Nebraska vs. ASCAP. At that time attorneys for both sides are scheduled to agree on the record to be submitted to the U. S. Supreme Court in connection with Nebraska's appeal for a new trial after the State's anti-ASCAP law was declared unconstitutional.

Industry and BMI Backed

(Continued from page 18)

network during the last few days to work out any kind of an equitable deal but was met with a cold rejection and invited to take up the matter with the NAB as the industry's bargaining agency.

Following action of the NAB convention Aug. 6 in San Francisco in unanimously endorsing BMI as a permanent organization, BMI has sent to stations the new licensing agreement form to be used after April 1, calling for a graduated scale of payments ranging from 1.5% of their 1939 income for stations with income of $15,000 or less to 2.5% for stations with income in excess of $100,000. Based on an approximate 400-station BMI membership, this would raise approximately $1,500,000 additional for the music company, doubling its present fund. NBC and CBS-managed and operated stations pay on the same scale, but the networks themselves pay not in excess of .5% of the gross income during 1939, less agency commissions and payments to affiliates.

Although ASCAP officials continue to follow their bent not to comment on BMI developments, beyond terming industry efforts "stupid," and proclaiming their "open door" policy, the present situation was discussed at an ASCAP board meeting Aug. 15, at which President Gene Buck and General Manager John G. Paine received votes of confidence backing their efforts to bring about a meeting of minds with the industry.

Talk of Arbitration

Meanwhile both sides in the controversy pursue their individual paths, with a minimum of toe-to-toe punching. ASCAP officials maintain radio is but one of many concerns of the Society, observing that they have so many weapons with which to fight on behalf of their copyrighted music holdings that it amounts to an "embarrassment of riches". On the other hand BMI reveals that several thousand non-ASCAP tunes will be available by Jan. 1, 1941, both in recorded and sheet music form.

During recent days various arbitration suggestions have been advanced to settle the NAB-ASCAP differences. Reports of offers to place arbitration in the hands of Mr. Petrillo, or M. H. Aylesworth, former NBC and RKO president, drew no comment from ASCAP, except that these offers apparently did not come directly from Messrs. Petrillo and Aylesworth themselves.

It also was reported that Rep. Bruce Barton (R-N.Y.), president of BBDO, was arranging a meeting between agency executives and ASCAP to discuss possibilities growing out of the present situation. As soon as the report appeared, Rep. Barton denied any such intent on his part, adding that it placed him in an "embarrassing" position by making it appear that he was taking sides in the matter.

Although making no comment on the truth of the report, ASCAP explained that it would not be unusual if the Society were to meet with agency men, commenting that several agencies and advertisers from time to time in the past have broached "very attractive" propositions of various types.

May Deal With Sponsors

Along this same line, ASCAP indicated that although in the past it has dealt with stations and networks in regard to radio music, there was no reason why, if it wished, it could not deal directly with advertisers or agencies. The same principle would hold for buying commercial time to plug ASCAP tunes, in the event they are forced off in favor of BMI music, as well as for actual operation of a station by an ASCAP member.

It was explained that although the Society has been offered opportunities to buy-in on a station at various times, it felt that its province was music publishing and not broadcasting so it did not act on the offers. However, with broadcasters going into the music publishing business, it would be just as logical to see music publishers enter broadcasting, according to ASCAP. So far as ASCAP is concerned, however, there will be no "precipitate action".

Another oar entered the water Aug. 20 when Irving Caesar, president of Song Writers' Protective Assn., issued a statement castigating BMI as "a child of the networks" and charging it does not yield "basic elemental rights" to the songwriter. He described BMI by quoting the Scriptures: "The voice is Jacob's voice, but the hands are the hands of Esau", and asserted that BMI was attempting to present to the American public "the picture of a closed shop in the songwriting field". Pointing to the SWPA royalty contract, which he said was designed to provide "a fair share and return to the writer of the money his songs earn and a voice in the disposition of important rights in the songs", he declared that although BMI had been approached to sign this basic agreement, it has failed to do so. "BMI evidently thinks it silly that it be asked to yield to the writer the basic elemental rights that SWPA has achieved for writers in its minimum basic agreement," he commented.

Following his critical analysis of BMI, Mr. Caesar on Aug. 27 challenged BMI to debate the issues. As BROADCASTING went to press BMI had not indicated whether it would accept the challenge to debate or merely answer Mr. Caesar's letter.

With addition of KAND, Corsicana, Tex., and WSIX, Nashville, BMI revealed that it now has 365 members, accounting for about 85% of the dollar volume of the industry.

Disc Output Speeded

With BMI production running well ahead of schedule, transcription activity is growing. Estimates of six transcription firms — NBC Thesaurus, World Broadcasting System, Standard, MacGregor, Davis & Schwegler, Langlois & Wentworth—point to availability of about 9,000 separate selections of non-ASCAP music by Jan. 1.

The first list of eight recordings of BMI tunes is being sent to members and coin-machine operators early in September, and it is expected record activity will pick up rapidly as tune exploitation progresses. The list includes three RCA Victor Bluebird pressings, one Columbia and four Columbia Okeh recordings. Concurrently, sheet music sales are beginning to develop, BMI reports.

Several BMI tunes already have established themselves as favorites, with an increasing number of feature spots for them on commercial broadcasts. Biggest BMI hit is "Practice Makes Perfect", which tied for first place in a recent "most times played" list. It also was the first BMI song to reach the *Lucky Strike Hit Parade*, and has been played on Kay Kayser's *College of Musical Knowledge* and Ted Weems' *Beat the Band*. Other BMI tunes have been used on the Philip Morris *Johnny Presents* program, Lifebuoy's *Meet Mr. Meek*, on which "Watching and Waiting" is used as the theme, and on programs sponsored by Gordon Baking Co. and General Baking Co.

Curb on Foreign Tongue Proposed

Civil Liberties Group Would Require Discs of Programs

FURTHER agitation favoring an FCC regulation requiring foreign-language stations to record their broadcasts was voiced in an Aug. 22 letter to FCC Commissioner T. A. M. Craven from the National Council on Freedom from Censorship, an affiliate of the American Civil Liberties Union. Signed by Quincy Howe, chairman of the council, the letter cited a recent *German Hour* broadcast sponsored by the Einheits Front, on WHIP, Hammond, Ind., as a typical source of misunderstanding in foreign-language programs.

Banned by WHIP

Observing that WHIP had banned the sponsored program following a controversy arising out of one of the scripts, Mr. Howe stated in the letter that the Council agreed with the NAB Code provision for discussion of controversial issues only on sustaining time, with both sides given an opportunity to speak. Continuing, he pointed out that the difficulty in dealing with foreign language broadcasts frequently lies in the impossibility of ascertaining or proving what in fact has been said on a program.

"Whether a quotation is an accurate report or translation cannot, as a practical matter, be conclusively proved even if scripts are supplied, since there is always the possibility of interpolation. It would seem to us that one way to meet the problem is by a regulation requiring stations to have recordings made of all such programs," he commented.

"Such a requirement would very likely, in our opinion, provide all interested persons and Government agencies with a record of what was in fact broadcast. Because we deem this a vital matter, we sincerely request that hearings be held by the FCC to ascertain both the advisability and practicability of requiring recordings of foreign language broadcasts."

RCA-Victor Cuts Price Of Phonograph Records

NEW LOW retail prices for classical and popular RCA-Victor phonograph records, running from one-third to one-half below former prices, were announced late in August by RCA Mfg. Co., Camden, and will be advertised in a national campaign.

RCA's action places its records in direct competition with discs of the Columbia Recording Corp., Bridgeport, which for some time have been in the low-price market. The 12-inch Red Seal classical records have been reduced from $1.50 and $2 to $1. Victor Black Label popular records, for years 75 cents, are now offered at 50 cents, which becomes the ceiling for popular records.

Though local advertising has already started in New York and elsewhere, especially in department stores, RCA has informed its dealers and distributors that, to give them time to adjust their activities, its national campaign to publicize the new prices will not begin before Sept. 15. However, plans are now being formed to advertise extensively in radio, newspapers, and magazines.

Miller Pledges Aid of Radio Industry In Campaign to Place Refugee Children

COOPERATION of the radio industry has been pledged by NAB President Neville Miller to aid the U. S. Committee for the Care of European Children in its efforts to find American homes for refugee children from European war zones. Radio's pledge of assistance was voiced in an Aug. 21 letter from Mr. Miller to Marshall Field, president of the committee.

Although definite plans have not yet been carried out, the committee is planning an extensive radio campaign, revolving largely about the use of special announcements and continuities worked into regular established programs, both local and network. The broadcasting activities are being developed by Jerry Crowley, radio director of the committee.

Broadcast Plans

With 172 branches of the committee cooperating, it is proposed that radio stations be used both to help find homes for the young refugees and to secure financial and physical aid for the committee, which is headed by a large group of well-known American citizens. In addition to working committee promotion into network serials and other regular shows, it is planned to have local and network personalities, including conductors of domestic science, sports and daily feature programs, talk about the committee's work. Scripts are designed to answer many of the questions that may arise in the public mind, although it is emphasized they be worked in as an integral part of each show.

Initial participation in a national commercial broadcast came Aug. 29, when Mrs. Evelyn Fayrer Turner, chief escort of the first group of refugee children to arrive under the committee plan, appeared on Colgate-Palmolive-Peet's *Strange As It Seems* on CBS. BBC also is arranging a series of programs originating in England, to feature children who have obtained visas with the help of the committee.

Pure Oil Tests Quiz

PURE OIL Co., Chicago, on Sept. 12 starts a 13-week test of *Who Said It*, weekly half-hour quiz dealing with well-known sayings and advertising slogans, on WFDF, Flint, Mich. The company plans to use the feature in about a dozen markets as a national spot campaign, in addition to its present thrice-weekly H. V. Kaltenborn series on 37 NBC-Red stations. The new program is a product of Louis G. Cowan, author of *Quiz Kids* and *Mu$ico*. Leo Burnett Co., Chicago, is agency.

Helen Hayes for Lipton

THOMAS J. LIPTON TEA Co., Hoboken, N. J., has lined up its first large network program to start Sept. 29 on CBS in the form of half-hour weekly dramas starring Helen Hayes. The program, titled *Helen Hayes Theatre*, will be heard Sundays, 8-8:30 p.m. with a rebroadcast at 10:30 p.m., and will feature specially adapted plays taken from books or films. Young & Rubicam, New York, handles the account.

Nucoa CBS Serial

BEST FOODS Inc., New York, on Oct. 7 starts a five weekly serial *We, the Abbotts*, built around the events in the life of an average American family, on CBS in the interests of Nucoa. The program will be heard Mondays through Fridays, 4:15-4:30 p.m., with a rebroadcast at 7:15 p.m. Agency in charge is Benton & Bowles, New York.

To Make Discs in Canada

NBC has made arrangements with RCA-Victor of Canada whereby NBC Thesaurus recordings are now manufactured in Canada, as of Sept. 1, in order to serve more economically all Canadian subscribers to the service. Master plates will be shipped from the United States as usual for manufacture in the RCA plant in Montreal. The arrangement not only allows for prompter service to Canadian subscribers, but also lowers the cost of the pressings in view of the current high rate of exchange.

VICK-GWTW PLANS REMAIN UNCERTAIN

WHETHER Vick Chemical Co., Greensboro, N. C., will use a national spot campaign for Vick's Vatr-o-nol and nose drops or will sponsor a serialized radio version of *Gone With the Wind* on CBS, was still undecided as BROADCASTING went to press Aug. 30. Early in August the company made plans for a $400,000 spot campaign on stations throughout the country, which it later cancelled upon signature of a contract with Stack-Goble Adv. Agency for the GWTW program to start Oct. 1 on CBS, Tuesdays, 9:30-10 p.m.

Following Vick's announcement of its network plans, Metro-Goldwyn-Mayer and Selznick International Productions, owners and distributors of the GWTW film, issued a release Aug. 23 stating "that they had declined to permit the celebrated screen success to become a radio feature." The confusion resulting from this statement has been the subject of meetings between executives of Vick, Morse International, New York, agency for the Vick spot campaign, and Stack-Goble, which negotiated the GWTW deal.

Indications are that Vick will be unable to go ahead with the plan to sponsor GWTW and will be forced to return to its original plan of a $400,000 expenditure on spot announcements if the stations involved are willing to take up the cancelled contracts.

Olson's Autumn Plans

OLSON RUG Co., Chicago, in mid-September starts its 13-week autumn campaign in 10 markets. The schedule includes 6 quarter-hours weekly on WOR, Newark; 3 quarter-hours weekly on WEEI, Boston, WGN, Chicago, and WJR, Detroit; quarter-hour weekly on WCCO, Minneapolis; 10 minutes thrice-weekly on WRVA, Richmond; six 5-minute programs weekly on WFBR, Baltimore, WELI, New Haven, and WLW, Cincinnati; daily announcements on WLS, Chicago. The local shows on the schedule will be quarter-hour features titled *Olsonoddities*. Agency is Presba, Fellers & Presba, Chicago.

19½ HOURS DAILY SERVICE
—to more than 2½ million people living within 150 miles of Shreveport . . . from 5:30 A.M. to 1 A.M.
50,000 Watts
A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co
CBS
Shreveport Louisiana

THE LARGEST TRADING AREA BETWEEN BALTIMORE AND ATLANTA
WPTF
5000 WATTS 680 KC
NBC RED-BLUE AFFILIATE
RALEIGH, N. C.
FREE & PETERS, INC.
National Representatives

Better Recordings at Lower Cost with HOWARD RECORDING DISCS

Extremely Low Surface Noise
Metal Base
Long Life
Flame Proof
WRITE TODAY!
America's Oldest Radio Manufacturer
HOWARD RADIO CO.
1731-35 Belmont Ave., Chicago, Ill.
Cable Address: HOWARDCO, U.S.A.

141 radio stations from coast to coast now using
TEL-PIC WINDOW DISPLAYS
with its daily mailed picture service
TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK
P.S. Our new reciprocal plan is without cost to station.

WIBC

INDIANAPOLIS

•

Indiana's Fastest Growing Station!

•

Has the Greatest Listening Audience (Daytime) of Any Station in Central Indiana

•

WIBC

1050 K C—1000 WATTS

Indianapolis

Howard H. Wilson, *Nat'l Rep.*

Chicago — New York

Air Conditioning School Discs on 67 Stations

WITH the placing of transcribed spot programs on 67 stations, Air Conditioning Training Corp., Youngstown, O., becomes one of the largest transcription sponsors in radio. Radio-Recording division of NBC records the 15-minute program, featuring Happy Jim Parsons accompanied by Tonly Colluci on the guitar and Muriel Pollock at the electric organ. In addition the same company sponsors a Saturday morning NBC-Blue program and various locally staged programs on metropolitan areas. National Classified Adv. Agency, Youngstown, is handling the account. Stations to be used are:

CKLW KDKA KFYR KGDE KGFW KGNO KITE KIUL KMMJ KOAM KORN KOVC KTRI KVAK KVFD KVGB KWOC WAAT WARM WATW WBRW WBTH WCAM WCAZ WSAN WCHV WCNC WDEV WEBG WFBG WFMD WFPG WFVA WGBF WGBR WGOV WHEB WIBC WIBG WING WINN WINS WIP WJBC WJMS WLAK WLOL WMFF WMFR WMRO WSAZ WSLB WSNJ WSPA WSVA WVFW WWVA WNEW WOL WOMI WOPI WPEN WIPC WROK.

Glass Firm's Plans

LIBBY-OWENS-FORD GLASS Co., Toledo, which starts sponsorship Sept. 29 of a 52-week series of Sunday afternoon half-hour concerts, 4-4:30 p.m. (CST), by the 65-piece Chicago Woman's Symphony Orchestra on 72 CBS stations titled *Design for Happiness*, will originate its opening program from Toledo, with others from Civic Theatre, Chicago. Izler Solomon, 30-year-old conductor, will present guest soloists. U. S. Adv. Corp., Toledo, placed the account.

N. Y. Utility Returns

FOR THE FIFTH consecutive season, Consolidated Edison Co., New York, will start sponsoring on Sept. 11 *New Echoes of New York* on WJZ, New York, as institutional promotion for its gas and electric services. Contract for 39 weeks was signed by McCann-Erickson, New York. The series is a variety show on Wednesdays 7:30-8 p.m. (EDST) featuring, for the third year, the Edisoneers, a choir of 18 male employes, and the orchestra of Josef Bonime.

'Playhouse' for Drene

PROCTER & GAMBLE Co., Cincinnati, on Sept. 21 will bring back *Knickerbocker Playhouse* to 32 NBC-Red stations, Saturdays, 7-7:30 p.m. (CDST) with a repeat broadcast for eight western stations from 10:30-11 p.m. on behalf of Drene (hair wash). Last season the same sponsor used the show to promote Teel (liquid tooth paste). Each program will feature different players selected according to type of show to be produced. Writers, also, will be varied. Joseph T. Ainley will be in charge of production. H. W. Kastor & Sons, Chicago, is agency.

Macaroni Account

CHICAGO MACARONI Co., Chicago, on Aug. 12 started 52-week sponsorship of an Italian program *Pasquale C.O.D.*, written around a grocery store locale, on WHOM, Jersey City. The serial is heard Mondays through Saturdays, 7:45-8 p.m. and is written and produced by Guilio Amauli, who also plays the leading role. The company has commissioned WHOM to record the series for rebroadcast on stations in Philadelphia, Chicago, Cleveland, Detroit and Boston, although further details on this arrangement have not been decided, according to Joseph Lang, manager of WHOM. Account is handled direct.

Mission Dry on WOR

SUSTAINING program for more than a year, *Where Are You From*, featuring Dr. Henry Lee Smith, who analyzes voice and speech patterns, will be sponsored on WOR, Newark, starting Oct. 2, by Mission Dry Corp., Los Angeles, for Vitawater. Maxon Inc., New York, the agency, signed a 52-week contract. The program was first heard on WCNW, Brooklyn, then shifted to WQXR, New York, and since April, 1940 has been on WOR, for a half-hour weekly instead of a quarter-hour as previously. It will continue at the present time, Wednesdays, 8-8:30 p.m. (EST) on the same basis. Guest stars will appear and mystery guests, whose speech is left to the audience to guess, will be a regular feature.

Colgate on CBS

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Oct. 5 returns to 64 CBS stations with Wayne King's orchestra on behalf of Cashmere Bouquet Soap. Show to be heard Saturday, 7:30-8 P.M. (CST), will be similar to that presented last season, with diamond rings given for letters written by listeners. Buddy Clark will take the singing role. Sherman & Marquette, Chicago, handles this account.

Brinkley Inquiry By FCC Sought

Alleged Un-American Activity Irks Friends of Democracy

ASKING for "decisive and heroic action" in dealing with the Mexican border station problem, Friends of Democracy Inc. on Aug. 29 called upon the FCC and the Mexican Government to investigate allegedly anti-democratic activities carried on by Dr. John R. Brinkley on his XERA, Villa Acuna.

The request for a complete investigation of Dr. Brinkley's activities was made in a letter, accompanied by an 11-page memorandum, sent to the FCC and to Emilio Azcarraga, president of the Mexican Broadcasters' Assn. and reputedly a close friend of President Cardenas.

The letter was signed by Dr. L. M. Birkhead, national director of Friends of Democracy, which headquarters in New York and numbers among its members a large number of well-known public figures. It called attention to the comprehensive memorandum, which went into Dr. Brinkley's background and his present connections in detail. Special emphasis was given to his alleged anti-Semitic and pro-Nazi activities. Drawing particular attention in this respect was his reported exploitation of *Publicity* magazine, described in the letter as "one of the most obscene anti-Semitic and pro-Nazi publications in the United States".

Observing that Dr. Brinkley, through XERA, was probably the principal offender, although there were others among the border stations, Dr. Birkhead pointed to the incongruity of America spending billions of dollars for military defense and at the same time allowing to continue unabated such operations as the alleged misdoings of Dr. Brinkley. Pointing to the North American Regional Broadcast Agreement, Dr. Birkhead emphasized the immediate necessity for "decisive and heroic action in dealing with XERA" and similar stations.

'Union Now' Buys Time

TURNING TO RADIO to spread its plea for uniting the seven leading democracies of the world, Federal Union Inc., New York, on behalf of the Union Now movement, on Aug. 20 began sponsoring on WMCA, New York, its *Hour For Union Now*, which will continue Mondays, Wednesdays and Fridays, 8-8:15 p.m. Series is rebroadcast each following day to England, the British possessions and South America by the Boston shortwave station, WRUL. If the spot campaign rallies support to the plan, radio efforts may be expanded, according to W. A. Larner, radio advisor of the organization.

WOR Owners Use WNEW

L. BAMBERGER & Co., Newark department store subsidiary of R. H. Macy Co., operators of WOR, Newark, is promoting the "cash and carry" department of its basement store with a daily half-hour program on WNEW, New York, 7:30-8 a.m. No special sales in the department, which opened Aug. 20, are promoted, merely regular merchandise at usual prices with commercials under three minutes heard only twice during the period. Features of the program are recordings of "light sweet" music interspered with live AP news flashes given by John Flora. Dennis James is m.c. of the shows, contract for which is on a 52-week basis. Account is handled direct.

. . . and Geo. Birkenbaugh is only one of 292,421 in the KFH Airea—

who are buying tractors and soap—automobiles and coffee—because of hard-hitting salesmanship from KFH. Here in the KFH airea are 292,421 radio families with $248 more money to spend than the average American family. That's extra money to buy more of your products if you'll take the time to tell them about 'em.

KFH is the home of 70% of the buying power of Kansas, PLUS 20% of the buying income of Oklahoma because it is the ONLY full time CBS outlet in Kansas and the ONLY 5000 watt night and day station in the entire state.

So if you have something to sell—we would suggest that you employ—

That Selling Station for Kansas

KFH

WICHITA

CBS • 5000 DAY • 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE

Sidney D. Spear Named FCC Labor Specialist

IN LINE with the recently-inaugurated policy of designating specialists in its Law Department, the FCC Aug. 28 announced the appointment of Sidney D. Spear, assistant to the legal advisor of the State Department, as legal aide on matters involving employment and labor. He will serve under General Counsel Telford Taylor in all phases of labor law, including broadcasting.

Mr. Spear has specialized in labor economics and research. He was born in Seattle in 1909, and was graduated from the University of Washington magna cum laude with AB degree in 1931. He did graduate work in psychology and sociology and was assistant dean of men at the university until 1934. He received his law degree from Harvard in 1937, after which he joined the State Department and specialized in legal aspects of communications. His post carries a salary of $3,800.

Federal Board Certifies AFRA as KXOK Union

IN A RULING made public Aug. 19, the National Labor Relations Board certified AFRA as the collective bargaining agency for freelance actors, singers and announcers employed by KXOK, St. Louis. Excluded, however, were hillbillies and the station's program director, Blaine Cornwell.

Clerical employes of the station who do part-time work before the microphone were included in the union unit.

Program Director Cornwell, because he has supervisory authority over 16 or more staff employes, was identified with the executive management and therefore was excluded. Audrey B. Reid, news editor, but who has two regular subordinates, was held to be "distinctly subordinate" as compared to Mr. Cromwell. The board held that for the purposes of collective bargaining, his interests appear to be more closely identified with those of other employes within the appropriate unit than with those of the company.

Milk Fund List

NEW YORK STATE Milk Publicity Bureau, through its agency J. M. Mathes, New York, will start its fall advertising campaign Sept. 30 with three to five weekly participations on women's and home economics programs on 15 stations in New York State, as follows: WNBF WIBX WSYR WGY WFBL WHAM WHEC WBEN WGR-WKBW WJZ WABC WENY WABY and one not yet selected.

FM Mfgr. Buys Time

PLANNING an intensive radio sales drive for its FM receivers, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., has renewed *Treasury of Music* on WQXR, New York. After sponsoring the program for the last year, Stromberg-Carlson on Sept. 2 will use the thrice-weekly half-hour to emphasize the advantages of FM. The pioneer FM set manufacturer during October, November and December will intensify its radio campaign by using four half-hour periods weekly instead of three. Agency is Stewart, Hanford & Casler, Rochester.

FM Promotion Activity to Be Extended As Survey Shows 14 Firms Making Sets

INCREASED promotional activity for FM broadcasting is foreseen in the light of a survey conducted recently by FM Broadcasters Inc., indicating that 14 individual manufacturers will have FM receivers on the market this fall. Although sales-educational promotions are necessarily limited until FM stations actually operate in a greater number of cities, the increased number of manufacturers apparently indicates preparations to create and meet a demand for sets as FM service expands over the country.

No definite plans for any individual promotion have been announced, but a drive planned by General Electric Co. is indicative of the attention paid the FM prospect by set manufacturers. In general, the GE plan provides a distributor-dealer-station tie-in which may be easily adapted to any particular market as new FM stations are established.

Receivers Available

No specific details of the promotion have been revealed by GE except that it is designed to stimulate set sales as well as listening through dealer-station cooperation in providing the public with an opportunity to try FM reception first-hand. As FM programs become available, distributors and dealers would be on hand with a stock of receivers for demonstration and sale. Station operators also would arrange special programs to demonstate FM propensities as an educational project.

The FMBI survey, which covered all major receiver manufacturers, showed that 11 companies are manufacturing home receivers in various price ranges, and three others are marketing monitor type sets. Stromberg-Carlson, pioneer FM set manufacturer, listed nine models, ranging from a $70 table model to an AM-FM combination console at about $450. General Electric has a $49.95 "translator" model, to be plugged into the speaker of a regular console radio, and a $175 console combination. Freed Radio Corp. (Freed-Eisemann) also is manufacturing two combination models, incorporating AC or DC operation, to sell at $75 and $200.

The most reasonably priced console model announced to date is manufactured by Emerson Radio & Phonograph Corp., a combination set selling for $99.95. Pilot Radio Corp. also is offering three combination models, a $139.50 table model, $179.50 console and $299.50 radio-phonograph combination.

Ansley Radio Corp., manufacturing the Ansley Dynaphone, announced that all standard console and armchair models were being offered with FM for $60 plus list price. The company also indicated that all Ansley sets produced since the first of the year are adapted for plug-in attachment to an FM tuner. Stewart-Warner Corp. also will offer at least one combination receiver and a table model adapter within the next two months. Philharmonic Radio Co. is offering an FM adapter for present Philharmonic owners at from $75 to $100, depending on the set. E. H. Scott Co., Chicago, is offering several FM models in its custom-built line, ranging from a $109.50 adapter to a $449.50 combination. Although no definite word was received from Zenith or Farnsworth Television & Radio Corp., it was indicated both will manufacture FM sets.

Among companies manufacturing communications type receivers are National Co. Inc., Malden, Mass., with a $150 monitor set; Radio Engineering Labs., $120 monitor and $75 speaker; Hallicrafters Inc., Chicago, $175 combination.

Increase Is Noted In Kansas Radios

Prof. Summers Finds Slight Drop in News Preference

A SLIGHT increase in the number of radio sets in Kansas homes is indicated in the 1940 survey of that State conducted by Prof. H. B. Summers of Kansas State College. In questioning of 7,031 families he found that 85.8% had radio sets in their homes as compared with 83.6% a year ago and 78% in 1938.

Prof. Summers found that the average adult in a Kansas radio home listens 4 hours and 11 minutes per day. Women, he found, listen 4 hours and 39 minutes per day as compared with 3 hours and 42 minutes for men. Saturday listening drops to 3 hours and 13 minutes for men, and 3 hours and 54 minutes for women. On Sundays the average period is 4 hours and 32 minutes for men and 4 hours and 22 minutes for women.

In analyzing program preferences, Prof. Summers says Kansas listeners prefer news programs above all other types of radio fare, though a slight decrease in news listening is apparent. A similar decrease was noted in both religious and old-time music.

Other declines during the year included serial drama, band music and sports broadcasts. On the other hand, steady increases were noted in programs featuring comedians, classical music and especially variety shows not using featured comedians. In analyzing public reaction to serials, Prof. Summers found that 32.8% of listeners said they would listen more to the radio if fewer serials were broadcast; 22.4% that they would listen less; the remaining 44.8% indicated reduction in the number of serials would not influence their listening habits. Copies of the survey were mailed to the trade by Ben Ludy, manager of WIBW, Topeka.

Coast Video Session

ALL ASPECTS of television were discussed during the first national convention of the Television Engineers Institute of America, held in Hollywood, Aug. 22-24 with George H. Seward, president, presiding. Don E. Gilman, NBC western division vice-president, and Glenn Y. Middleton, CBS Hollywood television representative, were among speakers.

Mr. Gilman said barriers to general television are not technical, but economic. Telecasting stations will have to resort to use of films for program material, said Mr. Seward. He declared television will be the film industry's biggest customer.

Plan to Suppress Diathermy Sought

Jett Says FCC Will Summon Meeting on Interference

DISCLOSING that the FCC plans to call a conference in the near future to develop means of suppressing interference to domestic and international communications caused by diathermy apparatus, E. K. Jett, FCC chief engineer, Sept. 2 told the American Congress of Physical Therapy in Cleveland that with the development of FM and television, important new problems are being presented by expanded use of diathermy apparatus. Actually these machines are radio transmitters capable of international range, he declared.

Both FM and television have made "remarkable strides", Lieut. Jett declared, and there is every reason to believe they will soon be firmly established, just as standard broadcasting is today. These services must operate in the ultra-highs above 40,000 kc., he said, and therein lies a new diathermy interference problem.

Simple Solution

Any curtailment of diathermy apparatus would cause great hardship to many sufferers and would prevent the saving of many lives, he pointed out. There is no idea of preventing use of these machines, steadily increasing in number, he explained, but it is a question of "live and let live", and a way must be found in which each can get along with the other.

While these machines actually are transmitters, Lieut. Jett said the radiation which results in interference is not essential for therapeutic purposes and may be regarded as a by-product of the means used to attain the objective. It can be eliminated or minimized if reasonable methods are employed, and from an engineering standpoint the solution is simple. Screening the room, the patient and the apparatus is possible, he pointed out, but if this proves impractical or economically inadvisable, the only solution would be to use apparatus with a restricted frequency band which does not extend over more than one communication channel. Great care should be exercised in the selection of the channel to make certain no interference will result to radio reception, he advised.

IRE Talk Halted

DISCUSSION of frequency variations in Klystron oscillators was abruptly cancelled Aug. 28 by order of the National Defense Research Committee during the Pacific Coast Convention of the Institute of Radio Engineers. The action was taken when Prof. F. E. Terman, of Stanford U, IRE national vice-president, stated: "The National Defense Research Committee recommends that the paper on Klystron oscillators not be delivered because of national defense considerations." He added that the rays "have many obvious military uses which cannot be disclosed." The discussion was to have been handled by Professors E. L. Ginzton, W. W. Hansen and R. H. Varian, of Stanford U.

Boice Quits V-P Post, TBS Suspends Activity

RESIGNATION in mid-August of H. K. Boice as executive vice-president and a director of Transcontinental Broadcasting System points to immediate suspension of the network's activities and a dissolution of the corporation. Although Mr. Boice would not comment on the future prospects of the venture, the TBS headquarters office in New York is being closed and it is presumed this is the initial step in calling at least a temporary halt in efforts to start a new national network. Mr. Boice has announced no future business plans.

Formerly CBS vice-president in charge of sales, Mr. Boice joined TBS this spring upon withdrawal of Elliott Roosevelt as president. At the time it was hoped to stimulate new interest in the project and to envelop a large number of independent stations. Failure of prospective business to materialize, coupled with financial uncertainty and indecision of backers on whether the time was ripe for a fourth network, brought about the decision to halt activities. Uncertainties due to the international situation also were a fatcor. Although it is estimated several hundred thousand dollars were dropped by principal backers, it is thought they will liquidate their holdings and call it a day.

RECENT subscribers to UP news service include: WGAU, Athens, Ga.; WEBQ, Harrisburg, Ill.; WBOC, Salisbury, Md.; WKPA, New Kensington, Pa.; KMED, Medford, Ore.; WCED, DuBois, Pa.

WAR GAMES of the Fourth Army in Northern Minnesota last month found KSTP's mobile unit on a hedge-hopping tour of the action, which had to be recorded and rebroadcast because iron ore deposits made shortwave relays impractical. A half-hour "newsreel" broadcast was sent daily to the station which also supplied the discs to KFYR, Bismarck; KOBH, Rapid City, S. D.; KELO, Sioux Falls; WIBW, Topeka; WDAF, Kansas City; KSD, St. Louis; KARK, Little Rock; WOW, Omaha; KFPW, Fort Smith, Ark.; WNAX, Yankton. One direct line broadcast was keyed by KSTP to WLOL, Minneapolis; KROC, Rochester; KFAM, St. Cloud; KYSM, Mankato; WDSM, Superior, Wis.; KRNT, Des Moines; WMT, Cedar Rapids; KMA, Shenandoah; KOIL, Omaha; KFOR, Lincoln. Here are Announcer Bob Murphy, and Engineer Al Ash.

Code Relaxed During Campaign

(*Continued from page 17*)

prominent figures are identified, is also forming battle lines to combat so-called "fifth column" propaganda activities, but whether it intends to oppose Fr. Coughlin openly has not been stated. Dr. L. M. Birkhead, a critic of Fr. Coughlin's former broadcasts, is head of this organization.

In issuing its interpretation, the Code Committee points out that its statement "in no sense preempts or replaces the authority or responsibility of station licensees for programs broadcast." Moreover, it states, final judgment as to the acceptance of such broadcasts requires knowledge of their actual content.

"Not until the programs are read or heard in advance," says the committee's official statement, "can final determination of their status under the code be made. We are, however, assuming as a fact what we believe has been represented or implied by the agency seeking to order time for these [the Coughlin] broadcasts in its statement that the broadcasts would comply with the code—that is, that they will necessarily be political in nature. On that premise, the question clearly falls under that phase of the code which deals with political broadcasts as a part of the general section devoted to the broadcasting of 'controversial public issues'."

Democratic Spirit

The statement then quotes the "controversial issues" section of the code [see BROADCASTING *Yearbook*, page 309] and goes on to say:

"Surely it is evident that the adoption of these principles, by which broadcasters willingly assume their basic obligation to the public to provide time without charge for the discussion of all controversial public issues, clearly reflects the spirit of a free, democratic medium of information, properly serving a free, democratic people. And it is noteworthy that it is only during the brief campaign periods when broadcasters cannot possibly afford to give away the properly required amounts of political time that the single exception is made to charge for broadcasters in this specific category.

"Under the provisions of the code for this single exception, it seems clear to us that time could properly be sold for the proposed broadcasts, or any other broadcasts of a strictly political nature during the current political campaign, provided that equal opportunity be afforded for the presentation of opposing views. To maintain this scrupulous fairness in public debate, which is not only the essence of this section of the code but is so vital an element of Democracy itself, it is logical and necessary that stations should know, before making any commitment for time, what side of what issues the broadcasts will support, and which candidacy, or candidacies will be advocated.

"We call this to your particular attention in relation to your program schedule, because it is a problem which does not arise in the usual sale of time to political parties whose positions on issues and candidates is self-evident in advance. The need for such information is even more necessary in making commitments for a series of broadcasts during consecutive weeks, because the problem of time for opposing viewpoints is multiplied by the number of such broadcasts.

"The foregoing interpretation of the code is limited, as stated, to the duration of the current political campaign, since the code clearly specifies that all broadcasts on controversial public issues are to be made on unpaid time, except when they are for or against a legally qualified political candidate, or an issue subject to ballot during political campaign periods.

"In this connection it is disquieting to the committee to learn that the proposed broadcasts are being offered for a 52-week series. We know of no interpretation of the code which would permit the sale of time for broadcasts on controversial national public issues beyond the period of the national campaign. We believe stations therefore, should limit any commitments which are made to reflect the principles of the code in this respect."

Equal Opportunity

WHETHER it's Roosevelt or Willkie, someone at WJIM, Lansing, Mich., will win. In mid-August, Howard K. Finch, WJIM production manager, was appointed State radio director for the Republican party in charge of all time-buying and schedule arranging for the campaign. On Aug. 19, Harold F. Gross, owner and manager of WJIM, was named State radio director for the Democratic party. Finch, though only 28, has been in radio 11 years in program capacities. Gross, 35, is owner of WJIM and half owner of the projected new WHAL, Saginaw.

WSB, Atlanta, discussed education plans for the season at a meeting with delegates from seven Georgia colleges, a member of the board of regents, and a delegate from the State Extension Service. Each of these groups stages programs on WSB. Representing the station were J. Leonard Reinsch, general manager, and Marcus Bartlett, production manager.

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Latin Listening

INTERNATIONAL division of NBC in New York reports Latin Americans have sent in 18,575 letters in 7½ months commenting on its goodwill shortwave shows. On the air eight hours daily, seven days a week, the programs give music, both light and classical, poetry readings, news and translations of the speeches of American statesmen.

Parties Cut Radio

(*Continued from page 17*)

has been definitely set, an Oct. 20 quarter-hour on 26 MBS stations for the Socialists. The Communist party at present is negotiating for time for several network programs to be sponsored by the national organization.

Since a good share of the Socialists' $5,000 or $6,000 radio budget will be expended on the Oct. 20 program, it likely will be their most ambitious radio effort on a national scale. However, campaign officials have indicated that other broadcasts during campaign tours will be sponsored by local and State party organizations, although they could not estimate the probable size of these independent time purchases. With a total campaign budget of only about $75,000, they indicated that radio's share necessarily must be limited to $5,000 or $6,000. According to present plans, the Oct. 20 program, broadcast on the anniversary of the death of Eugene V. Debs, famous Socialist leader, probably will originate at either Canton, O. or New York. Principal figures on the quarter-hour broadcast will be Norman Thomas, perennial Socialist candidate for President, and Maynard C. Krueger, vice-presidential candidate and a Chicago U professor often heard on the *University of Chicago Round Table*.

Communists Plan to Buy

Communist campaign headquarters in New York indicated that plans are afoot for eight national broadcasts, although time purchases are not yet consummated and no dates set. The national organization's broadcasts will be augmented by additional programs sponsored by state organizations during the campaign tour of the Communist Party candidates, Earl Browder and James W. Ford.

Party officials are discussing the use of spot announcements and transcribed programs, with a decision expected soon. Although the budget has not been definitely set, the radio budget probably will be between $30,000 and $40,000, with the latter figure an absolute maximum.

Miss Millett Named Aide

MISS E. FREDERICA MILLETT, who worked in the radio division of the Democratic National Committee in 1936, has been appointed an assistant to G. W. (Johnny) Johnstone, radio director of the committee, for the duration of the present campaign. Miss Millett for the last two years has been alternating between being radio director of the President's Birthday Ball Committee and director of women's participation in the radio division of the New York World's Fair.

RECORD AUDIENCE FOR WILLKIE

CAB Finds Acceptance Speech Attained Rating of 37.8%; Reaction of Press

HIGHEST listeners rating ever recorded for a "political speech", 37.8%, was achieved Aug. 17 by Wendell L. Willkie, Republican Presidential candidate, with his acceptance speech from Elwood, Ind., according to figures announced Aug. 21 by the Cooperative Analysis of Broadcasting. The nation-wide CAB survey, conducted as a special project, indicated that 37.8% of the questioned radio receiver owners in 33 cities reported having heard the GOP nominee in their homes.

Although the Willkie broadcast registered the highest "political speech" rating on record, it was pointed out by A. W. Lehman, CAB manager, that at least two other broadcasts have had higher ratings. These are President Roosevelt's June 10 speech in Charlottesville, Va., with a 45.5 rating, and the abdication speech of King Edward VIII, in December, 1936, with 45.

Heard by 21,000,000

He also explained that this latest record is not conclusive, since CAB operates its survey only 14 days out of each month, and it is possible that some political speech during the non-survey periods might have reached larger listening audience.

In the face of expressed differences of opinion in the trade and the public as to Mr. Willkie's radio effectiveness, Mr. Lehman commented to BROADCASTING that although the candidate's delivery apparently did not influence his initial broadcast audience, it may affect future audiences, either up or down depending on the general reaction to his radio personality.

Observing that several factors influence judgment of listeners in this respect, he added it was not considered practicable to include in the regular CAB survey a query on listener reaction, since it would be difficult to control the question so it would yield an impartial answer.

Mr. Lehman estimated a projection of the rating indicated an audience of approximately 21,000,000, not including listenership outside of homes. The only other acceptance address rated by CAB was GOP Candidate Landon's in 1936, which reached 28.5% of the persons questioned. Although none of President Roosevelt's three acceptance speeches have been covered by CAB surveys, several of his campaign speeches and other Presidential addresses have been rated. In the 1936 campaign President Roosevelt's highest CAB rating was 24.6%. His highest rating for a "speech of political complexion" was 32.6, recorded for the Jackson Day Dinner oration of Jan. 8, 1936.

Newspaper Reaction

The consensus of editorial reaction after the Willkie speech at Elwood was that he failed to live up to expectations as a radio orator, with some suggesting that he will need training in microphone technique just as Alf Landon needed it in 1936. That "radio personality" will play an important part in the campaign, particularly as between Roosevelt and Willkie, was agreed on all hands. It is not expected, according to GOP headquarters, that Mr. Willkie will make more than six or eight addresses over nation-wide hookups during the campaign, and some consideration is being given the suggestion that he discard script and speak ad lib because he is a relatively poor reader but an excellent extemporaneous speaker.

The reaction to Mr. Willkie's radio effort was pointedly commented upon by the editor of the Scripps-Howard newspapers, which on Aug. 19 carried the following editorial:

"Wendell Willkie's speech was much better to read than to hear.

"In what the radio experts call diction, Mr. Roosevelt up to now has it all over Mr. Willkie.

"That is important—tremendously important—in the campaign of this Year of Our Lord 1940. It is something that Mr. Willkie's best friends should tell him. And he should do something about it.

"Demosthenes used a pebble. Mrs. Roosevelt, we understand, employed a teacher in intonation. Anyway, it can be done.

"Mr. Willkie's chief fault is a slurring of words, and a tendency to stumble and to backtrack. We listened to the original and then again to a rebroadcast. These slurings were conspicuous—flosophy, instead of the full articulation; princples, likewise; blieve; smlar; clamity; oppsite; mtenance; obslete; Unistates.

"Now, all that shouldn't be consequential, but it is. It's a condition, not a theory. When it comes to vote-getting in this day of radio and audiences by the million, teamwork among the organs of speech is vital. How the vocal cords mesh may be more important than how the Hatch Act performs. An Adam's apple may win the election and determine the destiny of nations.

"We don't think how a thing is said should be anywhere near as important as how a thing is thought. But in campaigning, it is.

"Otherwise many of history's vocal triumphs would never have occurred, and it would have been impossible for the cross-of-gold-and-crown-of-thorns oration to have given goose pimples to the 1896 convention and the then obscure Mr. Bryan the nomination.

"So, thus early in the campaign, Mr. Willkie should take heed of this problem and realize that he is up against the greatest epiglottis in the known world."

N. Y. 'Bull Sessions' Resume

BROADCASTERS Bull Session, informal group of New York agency and radio executives which met weekly last year for luncheon discussions at Stauffer's Restaurant, New York, plans its first meeting for the 1940-41 season on Oct. 2 at 12:30 p.m. at the same restaurant. Arthur Sinsheimer, radio director of Peck Adv. Agency, New York, is chairman of the group this year. First speakers committee arranging for the Oct. 2 session includes Edith Hophan, assistant to Paul Munroe, radio director of Buchanan & Co., New York; Paula Nicoll of the MBS station relations department; Linnea Nelson, radio time-buyer of J. Walter Thompson Co., New York; Peggy Stone, International Radio Sales, New York; Horace Hagedorn, Howard H. Wilson Co., New York.

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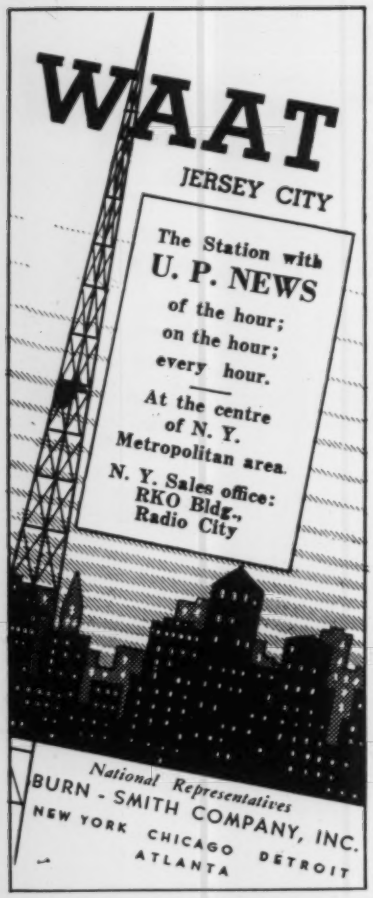

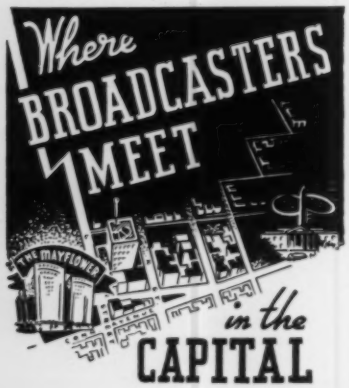

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

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Network Accounts

All time EDST unless otherwise indicated.

New Business

WILLIAM R. WARNER Co., New York (Sloan's Liniment), on Oct. 11 starts *Gang Busters* on about 100 NBC-Blue stations, Fri., 9:30-10 p.m. Agency: Warwick & Legler, N. Y.

GROVE LABORATORIES, St. Louis (Bromo-Quinine), on Sept. 29 resumes *Adventures of Sherlock Holmes* on 44 NBC-Blue and 8 NBC-Red Pacific Coast stations, Sun., 8:30-9 p.m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

AMERICAN SAFETY RAZOR Corp., Brooklyn (Star razors, blades), on Sept. 10 starts *Wythe Williams* on 93 MBS stations, Tues., and Thurs., 8-8:15 p.m. Agency: Federal Adv. Agency, N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on Oct. 7 starts *Portia Blake* on about 65 CBS stations Mon. thru Fri., 4-4:15 p.m. (EST). Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Oct. 7 starts *Kate Hopkins* on 43 CBS stations, Mon thru Fri., 4:45-5 p.m. (EST). (reb. 3:30-3:45 p.m., PST). Agency: Benton & Bowles, N. Y.

HAROLD H. CLAPP Inc., Rochester (baby foods), on Sept. 30 starts *Mother O' Mine* on 60 NBC-Blue stations, Mon. thru Fri., 4-4:15 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE, Cincinnati (Drene), on Sept. 21 resumes *Knickerbocker Playhouse* on 32 NBC-Red stations, Sat., 7-7:30 (CDST), reb. for eight western stations 10:30-11 p.m. Agency: H. W. Kastor & Sons, Chicago.

KNAPP-MONARCH Co., St. Louis (electric razors), on Sept. 28 starts *Ahead of the Headlines* on 42 NBC-Blue stations, Sun., 11:45 a.m.-12 noon. Agency: Cramer-Krasselt Co., Milwaukee.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Cashmere bouquet), on Oct. 5 resumes *Wayne King's Orchestra* on about 60 CBS stations, Sat., 8:30-8:55 p.m. Agency: Sherman & Marquette, Chicago.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., on Sept. 30 starts *Mary Margaret McBride* on 36 CBS stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Arthur Kudner, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 6 resumes *Alec Templeton* on 45 NBC-Red stations, Fri., 9:30-10 p.m. (CDST). Agency: Wade Adv. Agency, Chicago.

GENERAL MILLS Inc., Minneapolis (Wheaties), on Sept. 30 starts *Jack Armstrong, the All-American Boy* on 18 NBC-Red stations east of Chicago, Mon. thru Fri., 4:30-4:45 p.m. (CST). Agency: Knox Reeves Adv., Minneapolis.

AMERICAN ECONOMIC FOUNDATION, Cleveland, on Sept. 2 starts *Wake Up America* on 41 MBS stations, Mon., 9-10 p.m. Agency: Bayless, Kerr Co., Cleveland.

CHAMBERLAIN SALES Corp., Des Moines (hand lotion), on Nov. 10 starts *Chamberlain's Lovely Lady* for 13 weeks on 30 NBC-Red stations, Sun., 9:30-10 (CST). Agency: L. W. Ramsey Co., Des Moines.

K'S BEVERAGE Co., Los Angeles, on Aug. 12 started for 13 weeks *Sing With Your Favorite Band*, recorded music, on 3 Southern California Don Lee stations (KHJ KFXM KTKC) Mon., 8:30-9 p.m. (PST). Agency: Brisacher, Davis & Staff, Los Angeles.

RICHFIELD OIL Corp., New York, on Oct. 1 resumes *Confidentially Yours* on 25 MBS stations, Tues., Thurs., Sat., 7:30-7:45 p.m. (EST). Agency: Sherman K. Ellis & Co., N. Y.

QUAKER OATS Co., Chicago (cereals), on Oct. 27 starts variety program on 38 NBC-Red stations, Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, Chicago.

RALSTON-PURINA Co., St. Louis (hot cereals), on Sept. 30 resumes *Tom Mix Ralston Straight Shooters* on 52 NBC-Blue stations, Mon. thru Fri., 5:45-6 p.m. Agency: Gardner Adv., St. Louis.

OHIO OIL Co., Columbus, on Sept. 6 resumes for 39 weeks *Marathon Melodies* on 13 NBC-split stations, Fri., 11:30-12 midnight. Starting Oct. 4 program will be heard 10:30-11 p.m. Agency: Byer & Bowman Adv. Co., Columbus.

STANDARD BRANDS, New York (Chase & Sanborn coffee) on Sept. 1 resumes *Chase & Sanborn Hour* on 69 NBC-Red stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

BRISTOL-MYERS Co., New York (Ipana-Sal Hepatica), on Oct. 2 starts *Eddie Cantor* on 65 NBC-Red stations, Wed., 9-9:30 p.m. (EST). Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Sept. 5 resumes *Good News of 1940* on 65 NBC-Red stations, Thurs., 8-8:30 p.m. Agency: Benton & Bowles, N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Sept. 9 resumes *True or False* on 43 NBC-Blue stations, Mon., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

JOHN P. MORRELL & Co., Ottumwa, Ia. (Red Heart Dog food), on Sept. 29 resumes *Bob Becker's Chats About Dogs* on 48 NBC-Red stations, Sun., 3:45-4 p.m. (EST). Agency: Henri, Hurst & MacDonald, Chicago.

THOMAS LIPTON TEA Co., Hoboken, N. J. (tea), on Sept. 29 starts *Helen Hayes Theatre* on 60 CBS stations, Sun., 8-8:30 p.m. (rebroadcast, 10:30-11 p.m.). Agency: Young & Rubicam, N. Y.

F. B. WASHBURN CANDY Co., Brockton, Mass. (Waleco candy bars), on Sept. 7 starts *Crackpot College* on 5 CBS stations, Sat., 5:30-6 p.m. Agency: Bennett, Walther & Menadier, Boston.

V. LA ROSA & SONS, New York (macaroni products), on Nov. 12 resumes *Antonini Concert Series* on MBS, Tues., 8:30-9 p.m. Agency: Commercial Radio Adv. Service, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol soap), on Oct. 4 starts *Everyman's Theatre* on 54 NBC-Blue stations, Fri., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, Chicago.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Sept. 7 resumes *Smiling Ed McConnell* on 30 NBC-Red stations, Sat., 11:30-11:45 a.m. (repeat, 4 weeks, 1:30-1:45 p.m. for Pacific Coast). Agency: Henri, Hurst & MacDonald, Chicago.

WOPI, WKPT to NBC

WOPI, Bristol, Tenn., and WKPT, Kingsport, Tenn., on Aug. 25 joined NBC's Southeastern Group as bonus outlets to advertisers using WFBC, Greenville, S. C., bringing NBC's total number of affiliates to 198 stations. WOPI operates on 1500 kc. with 250 watts day and night power. WKPT operates on 1370 kc., 250 watts, unlimited time. WSFA, Montgomery, Ala., Joins NBC as an optional Red or Blue network outlet on Dec. 20, 1940, when it terminates its present contract as a CBS affiliate.

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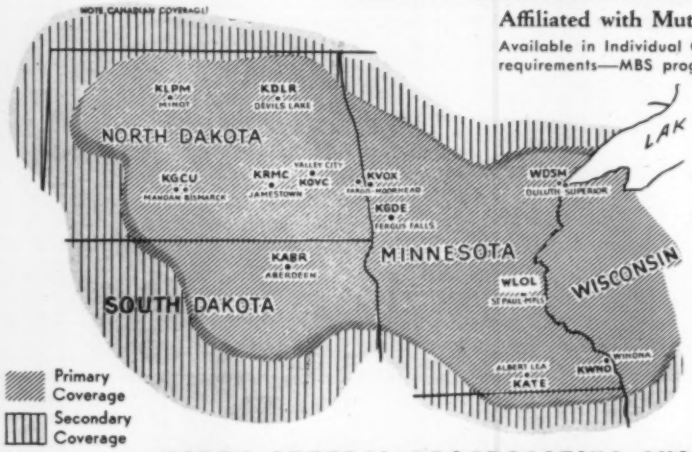

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SHERWIN-WILLIAMS Co., Cleveland (paint), on Oct. 20 resumes for 23 weeks *Metropolitan Auditions of the Air* on 40 NBC-Red stations, Sun., 5-5:30 p.m. (EST). Agency: Warwick & Legler, N. Y.

EARL BROWDER, Presidential Candidate of the Communist Party, San Francisco, on Sept. 12, only, *Talk by Earl Browder*, on 15 Don Lee California stations, Thurs., 8-8:15 p.m. (PST). Agency: Walter Barusch Adv., San Francisco.

BEST FOODS Inc., New York (Nucoa), on Oct. 7 starts *We, the Abbotts* on 56 CBS stations, Mon. thru Fri., 4:15-4:30 p.m. (reb., 7:15-7:30 p.m.) EST. Agency: Benton & Bowles, N. Y.

CONTINENTAL BAKING Corp., New York (Wonder bread), on Sept. 7 replaces *Sky Blazers* with *Marriage Club*, on 47 CBS stations, Sat., 8-8:30 p.m. (reb., 11-11:30 p.m.). Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Grape Nuts), on Oct. 4 resumes *Kate Smith Hour* on 75 CBS stations, Fri., 8:55 p.m. (reb. 12 midnight-12:55 a.m. EST). Agency: Young & Rubicam, N. Y.

Renewal Accounts

PEPSODENT Co., Chicago (tooth powder, paste), on Sept. 24, renews for 52 weeks *Bob Hope Show*, on 64 NBC-Red stations Tues., 10-10:30 p.m. (EDST). Agency: Lord & Thomas, Chicago.

CHRYSLER Corp., Detroit (Dodge, Plymouth, De Soto, Chrysler) on Sept. 12 renews *Major Bowes Amateur Hour* on 83 CBS stations Thurs., 9-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), on Sept. 23 renews *Paul Sullivan Reviews the News* on 57 CBS stations, Mon. thru Fri., 6:30-6:45 p.m. (repeat, 1-1:15 a.m.) Agency: BBDO, N. Y.

BOWEY'S, Chicago (Dari-rich chocolate drink), on Sept. 29 renews *News & Rhythm* on 32 CBS stations, Sun., 11:05-11:15 a.m. (repeat 2:35-2:45 p.m.) (EST). Agency: Sorensen & Co., Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on Aug. 24 renews *Luncheon at the Waldorf* on 47 NBC-Blue stations, Sat., 1:30-2 p.m. Agency: William Esty & Co., N. Y.

GENERAL ELECTRIC Co., Schenectady (Mazda lamps), on Sept. 15 renews for 52 weeks, *Hour of Charm* on 64 NBC-Red stations, Sun., 10-10:30 p.m. Agency: BBDO, N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club pipe tobacco), on Oct. 3 renews *Vox Pop* on 50 CBS stations, Thurs., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 24 renews for 52 weeks *Treasure Chest* on 70 NBC-Red stations plus WSPD, Toledo, bringing total to 71 stations, Tues., 7:30-8 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

QUAKER OATS Co., Chicago (cereal), on Sept. 23 renews for 13 weeks *Girl Alone* on 39 NBC-Red stations, Mon. thru Fri., 4-4:15 p.m. Agency: Ruthrauff & Ryan, Chicago.

ANDREW JERGENS Co., Cincinnati (Woodbury cosmetics), on Oct. 2 renews for 13 weeks, *Hollywood Playhouse* on 62 NBC-Red stations, Wed., 8:30-9 p.m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergen's Lotion, Woodbury Soap), has renewed Walter Winchell's *Jergen's Journal* and *The Parker Family* on 66 NBC-Red stations, starting Sept. 29. The former is heard Sundays, 9-9:15 p.m. (EST), repeat 12-12:15 a.m., and the latter 9:15-9:30 p.m., repeat 12:15-12:30 a.m. Agency: Lennen & Mitchell, N. Y.

Boston American

"Go right on with the wedding ceremony, Judge. I just want to hear how the Dodgers are making out."

GENERAL FOODS Corp., New York (Sanka Coffee), on Oct. 8 renews *We the People* on 81 CBS stations, Tues., 9-9:30 p.m. (reb. 12 midnight-12:30 a.m. EST). Agency: Young & Rubicam, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 4 renews for 52 weeks *Quiz Kids* and shifts from 32 NBC-Red stations, Fri., 10:30-11 p.m. to 46 NBC-Blue stations, Wed., 8-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Bugler tobacco), on Sept. 17 renews for 52 weeks *Plantation Party* and adds 12 NBC-Red stations making a total of 83 NBC-Red stations, Wed., 8:30-9 p.m. Agency: Russell M. Seeds Co., Chicago.

ANACIN Co., Jersey City, N. J. (headache pills), on Sept. 23 renews *Our Gal Sunday* on 43 CBS stations, Mon. thru Fri., 12:45-1 p.m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Edna Wallace Hopper cosmetics), on Sept. 23 renews *The Romance of Helen Trent* on 43 CBS stations, Mon. thru Fri., 12:30-12:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

PETER PAUL Inc., Naugatuck, Conn. (Ten Crown gum), on Aug. 19 added KOIN KIRO KVI to *Bob Garred, News*, on 3 CBS Pacific Coast stations, Mon., Wed., Fri., 4:45-4:55 p.m. (PST). Agency: Brisacher, Davis & Staff, San Francisco.

Globe to Pillsbury

GLOBE GRAIN & MILLING Co., Los Angeles, user of West Coast radio, has been acquired by Pillsbury Flour Co., Minneapolis, for a cash consideration of $3,600,000, according to announcement. C. C. Hine, vice-president of Globe, and Philip W. Pillsbury, president of the firm bearing his name, stated that identity and personnel of the former organization will be retained. Established in 1902, the West Coast firm has mills in Los Angeles, San Francisco, Sacramento and Ogden.

WESTINGHOUSE ELECTRIC & MFG. Co., Pittsburgh, on Aug. 6 added 2 NBC-Blue stations to *Musical Americana* making a total of 100 NBC-Blue stations, Tues., 9-9:30 p.m. Agency: Fuller & Smith & Ross, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Aug. 22 expanded *Pot o' Gold* program to include three Arizona outlets, KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma. On Sept. 5, KGLU, Safford, Ariz., will be added, bringing the number of stations to 102. Agency: Stack-Goble Adv. Agency, Chicago.

PETER PAUL, Naugatuck, Conn. (Mounds candy), on Aug. 25 added 3 MBS stations to *Wythe Williams*, commentator, making a total of 7 MBS stations, Sun., 7:45-8 p.m. Agency: Platt-Forbes, New York.

PROCTER & GAMBLE Co., Cincinnati (Teel), on Sept. 16 replaces *Professor Quiz* with *Those We Love* and adds 11 CBS stations making a total of 70 CBS stations, Tues., 9:30-10 p.m. Agency: H. W. Kastor & Sons, Chicago.

B. T. BABBITT Co., New York (Bab-O cleanser), on Sept. 30 shifts *David Harum* on 40 NBC-Red stations, Mon. thru Fri., from 11-11:15 a.m. to 11:45 a.m.-12 noon. Agency: Maxon Inc., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (International Sterling and Silverplate), on Oct. 6 replaces *Fun in Print* with *Silver Theater* on 26 CBS stations, Sun., 6-6:30 p.m. (EST). Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso soap), on Oct. 9 replaces *Uncle Jim's Question Bee* with *Big Town* on 67 CBS stations, Wed., 8-8:30 p.m. (repeat, on 31 CBS stations, 12:30-1 a.m.) (EST). Agency: Ruthrauff & Ryan, N. Y.

Recent Changes Included In New NBC Rate Card

RATE CARD No. 27, incorporating changes since last fall, was issued by NBC-Red Aug. 29 to become effective Sept. 1. Three station rate changes are included—KSTP, St. Paul, now 50,000 watts fulltime, increased from $320 to $400 per evening hour; WIS, Columbia, S. C., increased from $120 to $140, with WOLS, Florence, S. C., added without charge; WFBC, Greenville, S. C., increased as of Oct. 1 from $120 to $140 with WOPI, Bristol, Tenn., and WKPT, Kingsport, Tenn., added without charge. Also added Sept. 1 is KGLU, Safford, Ariz., available without charge with KTAR, Phoenix. Included is a new discount provision for advertisers whose contracted gross billing equals or exceeds $1,500,000 within a 12-month fiscal period. The discount of 25% in lieu of weekly quantity discounts and rebates to those advertisers will henceforth be allowed on a current basis.

MGM Cutting Discs

METRO-GOLDWYN-MAYER is cutting a series of quarter-hour transcriptions for placement by local theatres on perhaps 800 stations, starting Sept. 15, according to officials of the film company. Scenes from films, talent gossip, studio news and musical selections provide program material for the series. M-G-M is leaving questions of sustaining or sponsorship placement up to local theatres, it is understood. The action follows announcement by Paramount that it would stage world premieres of films only when a logical tieup with an air program presents itself.

Hinds to Use Spot

LEHN & FINK PRODUCTS Co., New York, which recently discontinued sponsorship of *Burns & Allen* on CBS for Hinds Honey and Almond Cream, is planning a spot campaign for the product to start the first week in October with three to ten announcements weekly on about 60 stations throughout the country. Agency is Wm. Esty & Co., New York.

ON YOUR MARK . . . . . .

GET SET . . . . . .

FOR BOSTON'S NEWEST LISTENING SENSATION . . . .

WMEX . . . BOSTON

5000 WATTS . . . FULL TIME . . . 1470 KILOCYCLES

Joseph Hershey McGillvra . . . . . National Representative

Large Ruppert Campaign Continued Into Autumn

JACOB RUPPERT BREWERY, New York, is continuing its spot campaign on 17 eastern stations, with half-minute daily transcribed announcements heard on 12 stations and longer programs broadcast live. On WOR, Newark, the company sponsors quarter-hour sports broadcasts by Stan Lomax, thrice weekly. Foreign language broadcasts include: WBNX, New York, with one half-hour German program Saturday evenings; WEVD, New York, a quarter-hour Jewish program Saturday evenings; one minute announcements in Italian and Polish on WHOM, Jersey City and WOV, New York, respectively.

Stations using twice-daily half-minute transcriptions are: WMCA, WHN, WNEW, all New York, WMBG, Richmond, WBIG, Greensboro, WDNC, Durham, WWNC, Asheville, and WFEA, Manchester. Using daily half-minute transcriptions are WQXR, New York, WDBJ, Roanoke, WBTM, Danville, and WGH, Newport News. Agency is Ruthrauff & Ryan, New York.

Lux Theatre Returns

LEVER BROS., Cambridge, Mass. (Lux), after an eight-week summer layoff, on Sept. 9 resumes for the seventh consecutive season *Lux Radio Theatre* on 63 CBS stations, Monday, 9-10 p.m. (EDST). Cecil B. DeMille continues as director and will also handle commentary, with Sanford H. Barnett as J. Walter Thompson Co. Hollywood producer on the series. George Wells is to do radio adaptations of current film plays for the weekly program, while Harry Kerr writes the commercials. Louis Silver is musical director and Mel Ruick announcer, with Charles Forsyth in charge of sound effects. Opening program of the season will have William Powell, Myrna Loy and Don Amache heading the cast of "Manhattan Melo-drama".

Proprietary Renews

EX-LAX MFG. Co., Brooklyn, throughout September is renewing its contracts with a large list of stations throughout the country for three to five transcribed and live spot announcements weekly, according to Joseph Katz Co., New York, the agency.

ANA Meets in October

THE ASSOCIATION of National Advertisers will hold its 31st annual meeting Oct. 23-26 at Greenbrier Hotel, White Sulphur Springs, W. Va. Albert Brown, advertising manager of Best Foods, New York, is chairman of the program committee.

Ludens on 85

LUDEN'S Inc., Reading, Pa., on Oct. 14 starts its annual winter campaign for cough drops using chain break announcements 13 to 20 times weekly on 85 stations throughout the country. Agency is J. M. Mathes, New York.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Live wire salesman—midwest station, unusual opportunity. Salary. Send picture, references, complete details in first letter. Inquiries confidential. Box A934, BROADCASTING.

Combination Announcer Engineer—must be good announcer and have fair engineering qualifications. Make contact at once. Box A929, BROADCASTING.

NEWS MAN-ANNOUNCER—regional station North Central States wants a man 21 to 40 years of age with newspaper reporter background and radio announcing experience. Must be a man capable of collecting, editing and broadcasting news. Write complete details your news and radio experience, give references for character and employment and minimum salary expected in your first letter. Box A919, BROADCASTING.

Situations Wanted

Sports Announcer—play-by-play all sports. Sport commentary. References, recording. Box A928, BROADCASTING.

ANNOUNCER-ENGINEER — experienced, good voice, delivery and poise. Married, sober, now employed. Box A927, BROADCASTING.

Announcer-Operator—experienced, first class radiotelephone license. References, transcription. Available immediately. Box A922, BROADCASTING.

Sports Descriptionist-News Commentator—with production and commercial experience desires permanent connection. Box A933, BROADCASTING.

Looking for better sales opportunity—now employed. Sold $17,000 last year. Also doing sports. Will go anywhere if real future. Box A931, BROADCASTING.

Announcer—wants position; operates controls, one year network experience, good voice, background of schooling and travel. Box A923, BROADCASTING.

Experienced Announcer-Engineer—desires change, young, ambitious, transradio experience, good voice. Transcription, details. Box A926, BROADCASTING.

Situations Wanted (Continued)

Topnotch, experienced young announcer-salesman—now employed desires change. Will arrange to go anywhere for interview. Recording available. Must have good salary guarantee. Box A932, BROADCASTING.

Engineer Press Operator—employed, ten years broadcast and marine desires change. First class radiotelephone and radiotelegraph. Transmitter, control room, maintenance. Box A921, BROADCASTING.

Writer—experience in midwest 50 kilowatt and 250 watt stations. Specialized in news, commercial copy and continuity. Also head announcer, program director. Excellent references. College graduate. Box A925, BROADCASTING.

Station Manager or Commercial Manager—thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box A924, BROADCASTING.

Available—as station or commercial manager at Eastern seabord station. Do you believe in rejuvenation? Here's one sales manager who'll bring any account to life through smart showmanship . . . clever ideas . . . and complete merchandising service. Eight years' experience. Dependable. Sound judgment. Box A930, BROADCASTING.

GOOD ENGINEERS ARE SCARCE! Here is one available. **ENGINEER:** Control, transmitter, maintenance, construction, electrical transcriptions. Excellent engineering background and experience: Broadcasting, Television, FM. First Class Telephone license. Quickly acclimated to any radio station. Available on, or about, September 15, 1940. References. Box A920, BROADCASTING.

For Sale

FOR SALE—one Western Electric Type 23-A speech amplifier, excellent condition. Used as line amplifier only, microphone circuits never used. Has plate current meter added, dual range, matches VI, Weston. Any reasonable offer considered. Radio Station KMAC, Smith Young Tower, San Antonio, Texas.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that *saved* this amount! Why not let this free cost analysis save money for *you?*

For information about free telegraph cost analysis —wire collect: H. A. Davis, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!

WIRE COLLECT:

Postal Telegraph

Defense Body to Clear Federal Time Requests

TAKING cognizance of the plight of broadcasting stations, besieged with requests for time from Government agencies to foster national defense activities, Robert W. Horton, director of information of the Advisory Commission to the Council of National Defense, Aug. 31 notified all Federal agencies to route such requests through his office [see editorial on page 56]. Action was taken after Ed Kirby, NAB public relations director, had conferred with Mr. Horton. Mr. Horton's memo, to the directors of information of all Government agencies, follows:

"The National Defense Council requests that all Federal agencies now using or planning to use broadcasting facilities, either network or local stations, for programs or announcements pertaining to national defense, discuss the material and proposed manner of use with this office. Your cooperation in carrying out this plan is requested in order to avoid duplication of effort by the Federal agencies and the burdensome and conflicting demands made upon the radio stations."

Buying Half of WFNC

TRANSFER of his 50% holdings in WFNC, Fayetteville, N. C., is being sought by Harry Layman, who proposes to sell to T. K. Weyher, of Raleigh. Reported price is $6,000 cash and a $2,000 bond, payable in one year. Mr. Weyher for the last 16 years has been connected with the International Agricultural Corp., makers of fertilizers, and with the Atlantic Coast Line Railroad since 1926. The remaining 50%, held by W. C. Ewing, partner of Mr. Layman for the last two years, will not be affected. WFNC operates with 250 watts on 1340 kc. and began operation early in 1940.

Baume Bengue to Return

THOS. LEEMING & Co., New York, will again sponsor a fall spot campaign for Baume Bengue, starting the first week in October and using daily announcements on a large list of stations. Wm. Esty & Co., New York, is agency.

CHALK UP a new kind of sponsor for a 50,000-watter — an apartment house. WCAU, Philadelphia announced Aug. 29 it is carrying the swank new "2601" Parkway with 100-word copy placed by Donovan-Armstrong Agency, Philadelphia.

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

CODE GROUP RULES ON COPY DISPUTE

NOTHING in the NAB Code prevents a statement of fact or truth in advertising copy and such statement cannot be construed as an unfair attack on competitors, the NAB Code Compliance Committee ruled Aug. 28 in a dispute between two New Orleans stations—WWL and WSMB—and the Better Business Bureau.

The controversy was based on radio continuity of a furniture store which reads as follows: "Blank is neither a finance company nor a corporation, but an individually owned store that does its own financing. When you buy from Blank, you pay no exorbitant interest rates or hidden charges."

WSMB contended that it was "hard to refuse truthful copy" and that to turn it down would border on censorship. The Better Business Bureau took the position that the continuity reflects unfairly upon competitors.

In its ruling, the Code Compliance Committee said that nothing in the Code stipulates that stations should or should not abide by local rulings or furniture rules of ethics, etc. but that their rulings should be taken into account in making decisions and developing wholesome trade practices. The broadcaster, however, must be the final judge since he as licensee is held accountable for what is broadcast over his station, the NAB committee held.

'Gang Busters' for Sloans

WILLIAM R. WARNER Co., New York (Sloan's Liniment) on Oct. 11 will sponsor *Gang Busters*—crime prevention program which went off CBS last June for Colgate-Palmolive-Peet Co.—on a network of over 100 NBC-Blue stations, Fridays, 9:30-10 p.m. *Gang Busters* was heard over 4½ years for Colgate's shaving cream and Cue and has been criticized by women's groups as a "gangster" thriller harmful to children. Warner Co. sponsored the *Youth vs. Age* quiz program last year on NBC-Blue and Red and at one time presented Warden Lawes' program' *20,000 Years in Sing Sing*. Agency is Warwick & Legler, New York.

Marlin May Add

MARLIN FIREARMS Co., New Haven, Conn., for Marlin razor blades is now using three transcribed announcements weekly on four stations and may add others. Used now are KPO, San Francisco; WNAC, Boston; WFBL, Syracuse; WOR, New York. Craven & Hedrick, New York, handles the account.

Buys More WTBO Stock

FRANK V. BECKER, general manager and 50% owner of WTBO, Cumberland, Md., has announced that L. E. Pamphilion, engineering supervisor of WFIL, Philadelphia, has acquired the stockholdings in Associated Broadcasting Corp., WTBO licensee, formerly owned by Arnold Nygren, WFIL chief engineer. Mr. Pamphilion has purchased the 24.8% stock of Mr. Nygren for an undisclosed sum, thus giving him 49.6% ownership. The other fractional stock is held by Charles Z. Heskett, Cumberland city attorney.

MORE THAN 400 members of the "Hamfesters Club", amateur radio operators representing cities throughout the midwest, visited the WLS, Chicago, transmitter at Tinley Park, Ill., recently.

NAB's Big Turnout

MORE THAN half of the NAB's station membership was represented at the annual convention of the Association in San Francisco Aug. 4-7, according to an analysis made by NAB headquarters. Of the organization's total membership of 470 stations, 258 were on hand. In addition 64 non-member stations were present. The gross registration, including representatives of equipment manufacturers, transcription companies, advertising agencies and other industry operations, as well as ladies and the press, was 661.

Acceptance Talks Carried by Nets

Free-Time Broadcasts Ended With Formal Notifications

WINDING up their schedules of free time for broadcasts of political nature, all three national networks during the last half of August carried the acceptance speeches of Wendell Willkie, Republican presidential nominee, and his vice-presidential running mate, Senator Charles L. McNary, as well as the Democratic vice-presidential candidate, Henry A. Wallace. From Elwood, Ind., NBC, CBS and MBS carried Mr. Willkie's address Aug. 17, later following with an Aug. 27 pickup from Salem, Ore., for Senator McNary, and winding up Aug. 29 in Des Moines with Mr. Wallace.

Special Crews Assigned

Special network crews were used at each of the three pickups. NBC and CBS picked the majority of their crew members from nearby key stations. MBS was fed by the resident staffs of an MBS affiliate in each city. Two separate broadcasts originated in Elwood, one from the local high school and a second from nearby Calloway Park, with the McNary broadcast carried from the Salem Fair Grounds and the Wallace address from Des Moines' Coliseum.

Network crews handling the various pickups included:

NBC—Elwood: Bud Barry, NBC Washington announcer assigned to the Willkie campaign tour; Ken Fry, Chicago special events chief; engineers, A. E. Johnson, WRC-WMAL, Washington, H. D. Royston and G. V. Devlieg, Chicago. Salem: Don Thompson, announcer, KGO-KPO, San Francisco, and Earl Petersen; engineer, KGW, Portland, Ore. Des Moines: Carleton Smith, WRC-WMAL, Washington; engineers, H. D. Royston and F. C. Schnepper, Chicago.

CBS—Elwood: Paul White, CBS special events director; Bob Trout; James Kane, WBBM, Chicago; Ann Gillis, WJSV, Washington. Des Moines: Ann Gillis; James Kane, Fran Byrn, Jack McCormack, Milton Karf, Stew Dawson, WBBM, Chicago. Salem: Ann Gillis, and special events staff from KSFO, San Francisco.

MBS pickups in Elwood were handled by WGN, Chicago; Salem, KSLM; Des Moines, KSO.

MRS. DOROTHY LEWIS, vice-chairman of the National Council on Children's Programs, who has been addressing meetings throughout the country during a coast-to-coast tour for the NAB, on Sept. 4 will discuss the survey on WOR, Newark, describing the attitude of American mothers to juvenile programs.

Florida Decision Hailed as Victory

ASCAP Ruling Is Viewed as Damaging to Music Group

FAR FROM the clear-cut victory described by ASCAP, the opinion of the three-judge United States District Court in Gainesville Fla., last month holding the Florida anti-ASCAP statute unconstitutional, was described by attorneys representing broadcast interests as one in which ASCAP actually came out second best.

As a matter of fact, it was pointed out that the court sustained the 1939 Florida statute in its entirety with the exception of two sections and the preliminary injunction previously granted by the court was vacated except as to these sections. The court, in substance, held that the monopoly provisions of the State law were valid but stated that they were not separable from the bad provisions and therefore, the entire statute must fall.

Effect of Ruling

The sections held invalid by the court were those which sought to prohibit a combination of two or more owners of copyrights for the purpose of blanket licensing at blanket fees unless the user was given an option to pay on per piece basis prices which must be established by the owner and not by the combination, and which would have compelled payment under blanket licenses similar to the so-called newspaper contract, with no payment on programs not using music of the licensee.

Whether ASCAP or the State of Florida, or both, will seek a review of the Court's Aug. 5 decree was not known. The fact that the court in effect, sustained all other provisions of the Florida statute aside from the two specifically held invalid, was viewed as damaging to ASCAP. Among these other provisions were requirements that ASCAP must file with the comptroller of the State a list under oath, showing by title, copyright number, composer, author and publisher, date of copyright, present owner of copyright, and other essential information; each individual copyright which is to be licensed within the State; payment of a two-cent filing fee for each number; exhibit to prospective licensees, upon demand, a copy of all lists filed; ban on collection of compensation or license fees on numbers not filed; payment of a 3% privilege tax.

Kansas, Montana and North Dakota have statutes similar to the Florida law, and Vermont has one partially like it.

* * *

ASCAP will not appeal from portions of the recent Federal court decision upholding the legality of the Florida anti-ASCAP law of 1939 unless State authorities appeal the decision invalidating the major sections of the law, according to Herman Finkelstein, of Schwartz & Frohlich, ASCAP counsel. These portions of the law require ASCAP to file an index of its licensed compositions with the state and to pay a tax of two cents per title. The state in turn agrees to prosecute infringers of ASCAP music on misdemeanor charges.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

AUGUST 14 TO AUGUST 30, INCLUSIVE

Decisions . . .

AUGUST 14

KOAC, Corvallis, Ore.—Granted CP new trans., increase to 1-5 kw unl.

WFDF, Flint, Mich.—Granted CP change to 880 kc 1 kw new trans. directional N & D.

WOV, New York—Granted CP new trans., directional, increase to 10 kw.

WDGY, Minneapolis—Granted CP change to 1100 kc increase to 5-10 kw unl., new trans. directional.

WMOB, Mobile—Granted mod. license to 250 w unl.

NEW, Van Curler Bcstg. Corp., Schenectady—Granted CP 1210 kc 250 w unl.

NEW, J. W. Birdwell, Knoxville—Granted CP 1210 kc 100-250 w unl.

KFYO, Lubbock, Tex.—Granted mod. license increase to 250 w unl.

WPAY, Portsmouth, O.—Granted CP increase to 250 w unl., new radiator.

SET FOR HEARING—NEW, Mohawk Radio Inc., Schenectady, CP 1210 kc 250 w unl.; NEW, Western Gateway Bcstg. Corp., Schenectady, CP 1210 kc 250 w unl.

AUGUST 15

NEW, Board of Education, San Francisco—Granted CP 42.1 mc 1 kw unl. FM.

KVOE, Santa Ana, Cal.—Granted CP increase to 250 w unl.

WORD, Spartanburg, S. C.—Granted mod. CP to 250 w unl., change trans.

WKY, Oklahoma City—Granted mod. license to 5 kw unl.

KHJ, Los Angeles—Granted CP increase to 5 kw unl. directional.

WBEN, Buffalo—Granted CP increase to 5 kw unl.

NEW, Star Printing Co., Miles City, Mont.—Granted reconsideration action 10-31-39 setting applic. for hearing, and granted CP 1310 kc 250 w unl.

WTAD, Quincy, Ill.—Granted reconsideration and granted auth. operate 900 kc 1 kw directional N, and dismissed rehearing petition.

WFMD, Frederick, Md.—Granted CP increase to unl., directional, 500 w.

SET FOR HEARING—NEW, CBS, Brentwood, N. Y., CP international station 50 kw; NEW, Caribbean Bcstg. Assn., San Juan, P. R., CP 1500 kc 250 w unl.; WSAR, Fall River, Mass., voluntary assignment license to Fall River Bcstg. Co.

MISCELLANEOUS—Scheduled for reargument applic. Mayflower Bcstg. Assn. for new station in Boston 1410 kc 500 w-1 kw unl., and applic. Yankee Network (WAAB) for license renewal; denied petition of Herald Pub. Co., Albany, Ga., for stay of issuance of CPs to KGBX and WFBM to increase power, and denied petition for rehearing or reconsideration of partial grant of application of Herald Pub. Co. for new station; W2XOY, Schenectady, granted temp. auth. to relay programs of W2XMN; KABR, Aberdeen, S. D., granted mod. CP new trans.; WTAQ, Green Bay, Wis., granted mod. CP increase power for authority to use directional N; KYCA, Prescott, Ariz., granted license new station 1500 kc 250 w unl.

AUGUST 16

WPAY, Portsmouth, O.—Granted petition take depositions.

NEW, Huntsville Times Co., Huntsville, Ala.—Passed over to 8-23-40 petition to accept amendment to CP application to ask WBHP facilities.

AUGUST 19

WINX, Washington—Granted mod. CP new station re antenna, trans., studio sites, and approval synchronous amplifier and change trans., 1310 kc 250 w unl.

AUGUST 20

MISCELLANEOUS—NEW, Mayflower Bcstg. Corp. and Yankee Network, Boston, set for reargument 9-26-40 re applics. Mayflower for CP new station and Yankee for WAAB renewal; KUIN, Grants Pass, Ore., granted license increase to 250 w.

AUGUST 22

WPIC, Sharon, Pa.—Granted increase to 1 kw D only, new trans.

WREN, Lawrence, Kan.—Set for oral argument proposed findings re applic. move to Kansas City.

KSAM, Huntsville, Tex.—Granted postponement oral argument re license revocation to 9-19-40.

CBS, New York—Granted CP international station 50 kw 6060, 9590, 11830, 15270, 17830, 21520 kc.

AUGUST 23

MISCELLANEOUS—WGBF, Evansville, Ind., granted mod. CP authorizing new trans. etc., for change in trans., 1250 kc 1-5 kw unl., directional N; WSLS, Roanoke, Va., granted mod. CP new station re antenna, trans. approval; WPAB, Ponce, P. R., granted license new station 1340 kc 1 kw unl.; WDRC, Hartford, granted license increase power etc.; NEW Huntsville Times Co., Huntsville, Ala., granted amendment CP applic. 1200 kc 250 w unl., asking WBHP facilities; WREN, Lawrence, Kan., continued to 9-26-40 oral argument on proposed findings re applic. move to Kansas City.

AUGUST 28

NEW, Crosley Corp., Cincinnati—Granted CP television No. 1 1 kw.

WMBS, Uniontown, Pa.—Granted CP new trans., change to 590 1 kw unl. directional N.

NEW, Tribune Co., Tampa, Fla.—Granted CP 940 1-5 kw unl. directional N.

KFBI, Wichita—Granted mod. CP change to unl., reduce N to 1 kw directional.

WLOK, Lima, O.—Granted CP increase to 250 w unl. IV, 1210 kc.

NEW, Midwestern Bcstg. Co., Traverse City, Mich.—Granted CP 1370 kc 250 w unl.

NEW, W. Montgomery Harison, Augusta, Ga.—Granted CP 1420 kc 250 w unl.

MISCELLANEOUS—NEW, Broadcasting Corp. of America, dismissed rehearing petition re grant of new station to Riverside Bcstg. Co., Riverside, Cal.

LICENSE RENEWALS (temporary)—KTW, Seattle; KGFI, Brownsville, Tex.; KTBC, Austin, Tex.; W2XOY, Albany, N. Y.

SET FOR HEARING—WCSC, Charleston, S. C., applic. increase to 1 kw unl.; WLAK, Lakeland, Fla., transfer control to Fla. West Coast Bcstg. Co.; WGST, Atlanta, renewal license.

AUGUST 29

WPAY, Portsmouth, O.—Denied reconsideration and grant without hearing of applic. transfer control of Vee Bee Corp., licensee of WPAY.

Applications . . .

AUGUST 14

WPAB, Ponce, P. R.—License new station.

NEW, General Electric Co., Schenectady—CP 43.9 mc 16,030 sq. miles.

NEW, John Lord Booth, Detroit—CP 44.1 mc 4,400 sq. m.

NEW, Evening News Assn., Detroit—CP 43.1 mc 25,280 sq. miles.

WBOE, Cleveland—CP change freq. etc. to 42.5 mc 1 kw FM.

WBRC, Birmingham—CP increase to 5 kw N & D directional N III-A.

KSAL, Salina, Kan.—CP increase to 1 kw N & D, change antenna III-A.

NEW, Zenith Radio Corp., Chicago—CP 43.5 mc 10,760 sq. miles.

NEW, Balaban & Katz Corp., Chicago—CP television No. 11 & 12 250 w A5.

Gusher at KYA

BURSTING water pipes in the control room of KYA, San Francisco, created a realistic hot waterfall. Carl Christiansen, engineer on duty, aroused by a rain of scalding drops, dashed for rugs and canvas to protect the equipment from what was by then a steaming flood. A hastily constructed viaduct—two boards held together by Christiansen, Engineer Russ Prey and other members of the staff and covered by a piece of old carpet—carried most of the water out the window, much to the amazement of the street crowds. Programs went on as usual, with announcers monitoring their own shows and damage to equipment was slight.

NEW, CBS, Chicago—CP television No. 3 1 kw A3, A5.

KEVR, Seattle—Mod. license change to unl., asks KRKO facilities when vacated.

KTKC, Visalia, Cal.—Mod. license to partnership, amended to give name as Tulare-Kings Counties Radio Associates.

NEW, CBS, Los Angeles—CP television No. 3 1 kw A3, A5.

NEW, Television Productions Inc., Los Angeles—CP television relay 200 w No. 9 & 10.

NEW, Radio Service Corp. of Utah, Salt Lake City—CP 44.7 mc 623 sq. miles.

AUGUST 16

NEW, Outlet Co., Providence—CP 44.3 mc 16,370 sq. miles.

WSLS, Roanoke, Va.—Mod. CP new station re antenna, trans.

WTMC, Ocala, Fla.—Auth. transfer control to News-Journal Co.

NEW, Dorman Schaeffer, Klamath Falls, Ore.—CP 1370 kc 250 w unl. IV.

AUGUST 20

WLBZ, Bangor, Me.—CP increase to 5 kw N & D directional III-A.

WINX, Washington—Mod. CP re trans., studio, synchronous amplifier sites.

WEVD, New York—CP directional, increase to 5 kw, new trans., move Brooklyn to New York.

NEW, Capitol Bcstg. Co., Schenectady—CP 43.5 mc 6,589 sq. miles.

NEW, Walker & Downing Radio Corp., Pittsburgh—CP 43.5 mc 8,400 sq. miles.

NEW, Fred Jones Bcstg. Co., Tulsa—CP 690 kc 50 kw unl. II directional N & D.

WTAW, College Station, Tex.—Mod. CP increase to 1 kw III-B.

NEW, Journal Co., Milwaukee—CP 43.9 mc 15,642 sq. miles, amended to 43.1 mc.

WHBU, Anderson, Ind.—Mod. license to 250 w N & D.

KSUB, Cedar City, Utah—Vol. assignment license to Southern Utah Bcstg. Co.

NEW, Earle C. Anthony Inc., Los Angeles—CP television 50-56 mc 1 kw, amended to ask 96-102 mc.

AUGUST 21

WNBX, Keene, N. H.—Mod. CP increase power to ask 5 kw N & D.

KNET, Palestine, Tex.—Vol. assignment license to Bonner Frizzell.

WGOV, Valdosta, Ga.—Mod. license to 250 w N & D.

KSD, St. Louis—CP move trans., increase to 5 kw N & D.

AUGUST 22

WCNW, Brooklyn—Mod. license move studio to New York.

WTNJ, Trenton—CP change to 1230 kc 1 kw unl. directional.

WAJR, Morgantown, W. Va.—Mod. CP approval trans., antenna.

WCOS, Columbia, S. C.—Mod. license to 1050 kc.

AUGUST 23

WFPG, Atlantic City—Mod. license to 250 w N & D.

NEW, Central Car. Bcstg. Corp., Burlington, N. C.—CP 1420 kc 250 w unl., amended to 100 w only.

NEW, West Publishers, Houstin—CP 610 kc 250 w-½ kw unl. III-B, amended to 1 kw unl., directional N.

WCFL, Chicago—CP new trans., directional, increase to 10 kw unl.

AUGUST 27

WFAS, White Plains, N. Y.—Mod. license to Sh.-WGBB and Simul. WBRB.

NEW, C. T. Sherer Co., Worcester, Mass.—CP 1200 kc 250 w unl. IV, amplifiers at Auburn, Whitinsville, Marlboro using 100 w.

NEW, A. S. Abell Co., Baltimore—CP 44.3 mc 15,489 sq. miles.

WLOG, Logan, W. Va.—Mod. license to 100 w unl.

NEW, West Publishers, Corpus Christi, Tex.—CP 590 kc 500 w-1 kw III-B, amended to 1 kw N & D.

WNOX, Knoxville—CP increase to 5 kw N & D, amended to 990 kc 1 kw under treaty, 1010 kc.

NEW, Scripps-Howard Radio, Houston—CP 1210 kc 250 w unl. IV.

KFSG, Los Angeles—Mod. license to 2½ kw N & D.

KGW, Portland, Ore.—CP directional, increase to 5 kw N & D.

NEW, Don Lee Bcstg. System, Los Angeles—CP 43.5 mc 6,944 sq. miles.

AUGUST 29

NEW, Worcester Telegram Pub. Co., Worcester, Mass.—CP 43.1 mc 20,437 sq. miles.

WADC, Akron—License increase power etc.

WJR, Detroit—CP 43.7 mc 14,144 sq. miles.

WFNC, Fayetteville, N. C.—Vol. assignment license to W. C. Ewing and T. K. Weyher, d/b Cumberland Bcstg. Co.

NEW, Huntsville Times Co., Huntsville, Ala.—CP 1200 kc 250 w. unl., amended to 1420 kc, omit request WBHP facilities.

NEW, Pulitzer Pub. Co., St. Louis—CP 43.5 mc 6,564 sq. miles.

NEW, NBC, Chicago—CP 43.3 mc 12,520 sq. miles.

NEW, Standard Bcstg. Co., Los Angeles—CP 45.1 mc 1427 sq. miles.

APPARATUS LIKE THIS was used for broadcasting back in the historic days of 1920. This is part of a lobby display of its original apparatus shown last month by WWJ, Detroit, pioneer outlet which celebrated its twentieth anniversary Aug. 20. The station began as a "ham" outlet in the *Detroit News* plant, operated by young William J. Scripps, son of the publisher and now its managing director.

DIME SAVINGS BANK, of Brooklyn, is the first of a limited group of five sponsors to sign for participating sponsorship on Ida Bailey Allen's homemakers programs daily on WMCA, New York, 11-11:30 a.m. The program started Aug. 26 and will probably be extended to an hour show later this fall.

WRC-WMAL Mdsg. Chief

THE APPOINTMENT, effective Sept. 1, of John Marshall Dinwiddie as merchandising and sales promotion manager of NBC's two Washington stations, WRC and WMAL, was announced Aug. 30 by Kenneth H. Berkeley, general manager of the stations. Mr. Dinwiddie, former roto editor of the *Washington Star*, leaves the post of special assistant to the director of public relations of the Federal Housing Administration to take up his new duties. He started in 1923 as assistant advertising manager of The Hecht Co., Washington department store. He has taught advertising at the U of Pittsburgh and for a time was associated with Alco-Gravure, a division of Publication Corp., in New York and Baltimore.

Mr. Dinwiddie

Gov. Case Returning

PRACTICALLY recovered from serious illnesss which had kept him away from the FCC since last February, Commissioner Norman S. Case plans to return to his desk about mid-September, according to advices received at his office. The former Rhode Island Governor has spent virtually all of the summer at his home on Narragansett Bay, recuperating from his illness. Complications resulting from phlebitis, including pleurisy and pneumonia, had kept him bedridden. His physicians do not desire that he return until early October, but it was said at his office he planned to be on hand shortly after Labor Day.

WJNO Staff Revamped

ANNOUNCING completion of reorganization of the staff of WJNO, West Palm Beach, Steve Willis, new general manager, on Aug. 28 named Ben Decker, of that city, program director and Fred Ford commercial manager. Merrill Meade, formerly of the *Cincinnati Post* and the *Miami Daily News* was named commercial copy chief and news editor. John Moore has been named chief engineer. A schedule of eight United Press newscasts daily has been established. Mr. Willis recently succeeded Reggie Martin as WJNO manager, Mr. Martin going to the new WINX, Washington.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to —

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted .. $30.00

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

LATE *Personal* NOTES

DAVID G. JONES, for more than 15 years with N. W. Ayer & Son and Donovan Armstrong in Philadelphia, has been appointed research and merchandising manager of WLAW, Lawrence, Mass., was announced Aug. 28 by Irving E. Rogers, general manager. A 1924 graduate of the Wharton School of the U of Pennsylvania, Mr. Jones joined the Ayer agency in 1925 and became account executive in Philadelphia, handling such accounts as divisions of National Dairy, Koppers, Pittsburg Plate Glass and W. J. McCahan Sugar Refining.

THERESE LEWIS, of the script and talent department of Young & Rubicam, New York, has resigned to free-lance. Her first assignment is as collaborator on the *Helen Hayes Theatre* program, which starts Sept. 29 on CBS under sponsorship of Thos. Lipton Tea Co., a Young & Rubicam account.

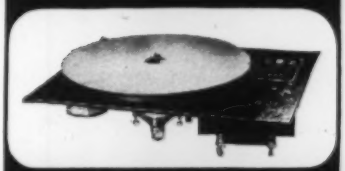
MARKS LEVINE, manager of the concert division of NBC Artists Service, is on three-month leave because of illness. His work has been temporarily taken over by George Engles, NBC vice-president and managing director of artists service.

ROSCOE SMITH, KMO, Tacoma, account executive, has been appointed sales manager.

HENRY TURNBULL, formerly with Blackett-Sample-Hummert, has joined Maxon Inc., New York, as executive on the B. T. Babbitt and Tetley Tea accounts.

GEORGE CLAPP, program director of WENY, Elmira, N. Y., has joined MBS as assistant to Adolph Opfinger, program service manager.

Precision Built for Perfect Performance...



FAIRCHILD TRANSCRIPTION TURNTABLE
for Wow-Free Reproduction

Precision construction insures higher-fidelity reproduction — and this Fairchild Unit 227 eliminates wow, speed variations, and vibration.

Dynamically balanced 16-lb. cast-iron turntable is driven by synchronous motor through two-speed adhesion drive. Fairchild floating motor assembly eliminates objectionable motor vibration.

Smaller tolerances, careful assembly and laboratory testing protect every Fairchild user. Write for literature!

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-03 Van Wyck Boulevard, Jamaica, L. I., N. Y.

JAMES R. MCELDOWNEY, of the Oklahoma Publishing Co., advertising staff in Oklahoma City, has joined the sales staff of KLZ, Denver, owned by the same company. He is a graduate of Pomona College, Claremont, Cal., and the Harvard School of Business Administration.

AL GROBE, former traffic manager of New York Broadcasting System and sales promotion manager of WINS, New York, succeeds Carl Calman as NYBS general manager.

THOMAS FLANAGAN, formerly in the Washington, (D.C.) office of *Time* Magazine, and previously five years with AP, has been appointed manager of the magazine division of CBS, succeeding Ed Sammis who recently resigned to join *Look* Magazine.

DAVE GULLETTE, since 1933 with WCAU, Philadelphia, has been named technical supervisor by Jack Leitch, chief engineer. His new duties will be the supervision of operation and maintenance of equipment, audio frequency measurements and shortwave operations.

CLINTON L. MOSHER, formerly in the press department of the U. S. Housing Authority, Washington, and previously with the *Brooklyn Eagle* for 15 years both in Washington and New York, has joined NBC's press department in New York.

CARL MORITZ has resigned from the CBS Hollywood publicity staff to become personal representative of Bobby Sherwood, musical director, arranger and actor, who was recently signed by Eddie Cantor for the new Sal Hepatica-Ipana program.

DAVID E. TOLMAN, law clerk in the offices of Paul M. Segal, on Aug. 28 passed the District of Columbia bar examination.

HARRY SAZ, NBC Hollywood sound effects manager, is in New York for discussions with Ray Kelly, in charge of design and construction of sound effects for the network.

ROBERT RILEY CRUTCHER, Hollywood writer, has been signed to a 39-week contract by Young & Rubicam, that city, to do adaptations for the CBS *Silver Theatre*, which resumes Oct. 6.

ED SIMS, commercial manager of WMFJ, Daytona Beach, Fla., has been reelected adjutant-quartermaster of the Florida department, Veterans of Foreign Wars.

W. WRIGHT ESCH, owner of WMFJ, Daytona Beach, has returned after a two-week training course with the Navy. He is a lieutenant in the communications division, Naval Reserve.

ARRY BROWN, engineer of WSB, Atlanta, back with Robert Adams from Army maneuvers in Louisiana, has been accepted for a year's training as first lieutenant, at Fort McPherson.

J. D. JONES, control operator at KGKO, Fort Worth, is on leave of absence for Navy flight training at Pensacola, Fla.

Mapleton Tests

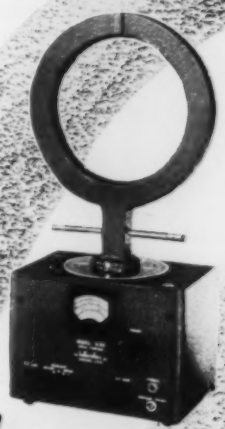
FLEMING-HALL Co., New York, is in the midst of a test campaign for Mapleton cigarettes, using two stations. Since July 22 it has used daily participations on the four-hour *Sports Edition* on WIND, Gary, Ind., sharing the program with other sponsors. On WHN, New York, it has a quarter-hour spots show *Today's Baseball* with Bert Lee at the microphone. Handling the account is Weiss & Geller, New York.

New PORTABLE COMMUNICATIONS RECEIVER

Model S-29 Sky Traveler operates on 110 volt AC or DC or from self-contained batteries. Covers from 542 kc to 30.5 mc (553 to 9.85 meters) on 4 bands. Built-in collapsible antenna extends to 3 feet. *Battery life prolonged through self-contained charging circuit.* Automatic noise limiter, electrical bandspread, built-in speaker, etc. $59.50 NET

the hallicrafters inc.
CHICAGO, U.S.A.

USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES



New DIRECTION FINDER

Model S-30 Radio Compass and Direction Finder covers from 200 to 3000 kc (1500 to 100 meters) on 3 bands—Beacon, Broadcast and Marine. Has provision for external speaker. Welded aluminum cabinet houses the receiver and supports the rotatable 12-inch loop antenna. Power supply in separate cabinet. Operates from 6 volts. $90.50 NET

FM Group to Survey Network Project

Delay Actual Planning Pending Uncertainty Of Allocations

AGREEING unanimously in favor of forming an FM nationwide network, 25 prominent broadcasters at a meeting in Chicago Aug. 27-28 named a provisional committee to explore the projected venture and select a competent person to draft a report covering all its aspects.

After laying plans to raise funds for exploratory work, the broadcasters, some representing important newspapers, agreed that another meeting should be held three or four months hence, at which time it was hoped the report would be available. The meeting was called by John Shepard 3d, president of the Yankee Network and a leading factor in FM commercial development.

Commission Uncertainty

Concerned over procedure at the FCC in handling FM applications, a number of which have been returned, the group agreed it was desirable to defer actual network planning until FCC policy has crystalized. Because the preponderance of applications filed with the FCC have been for large, or so-called Class C stations, a reclassification of allocations may be required.

At the FCC it was indicated there may be brief changes in allocations requirements of far-reaching importance. Present rules specify that 6 of the 35 FM channels shall be used for local service of 500 square miles; 22 channels for Class B service up to 3,000 square miles, and 7 for Class C service of more than 3,000 square miles, serving substantial rural areas or more than one metropolitan area. It is possible the FCC will decide to increase the Class B service from 3,000 to perhaps 8,000 to 10,000 square miles, in the light of experience thus far available. Less than 40 applications have been filed to date, the bulk of them for Class C service. The FCC has been in correspondence with a number of applicants because of service areas specified.

At the FM network meeting a provisional committee of seven was named to pursue the mutually-operated network plan. Mr. Shepard was designated chairman, and Herbert L. Pettey, former FCC secretary and now manager of WHN, New York, was named secretary-treasurer. Mr. Pettey appeared as representative of Metro-Goldwyn-Mayer, which seeks an FM station in Los Angeles.

Presumably the person retained to draft the network plan, working under the committee of seven, will go into such matters as the desirability of establishing a nationwide network at the start, or of covering only certain basic areas, with eventual expansion plans, and whether the network should be mutually owned and operated or cooperatively supported, or take some entirely new form. The hope is to have the project geared for operation by the fall of 1941.

Other members of the committee, in addition to Messrs. Shepard and Pettey, are Walter J. Damm, WTMJ, Milwaukee; Elzey Roberts, KXOK, St. Louis; Harry Stone, WSM, Nashville; William B. Way, KVOO, Tulsa; Gordon Gray, WSJS, Winston-Salem.

The conference adopted this resolution:

"Resolved, that contributions be made by those invited to attend the meeting for an exploratory investigation of the feasibility of programming a group of FM stations in selected markets with national programs, and that a committee of seven be appointed to supervise this investigation".

Mr. Shepard explained that lack of funds had hindered the work of exploratory committees appointed some two months ago on the advisability of creating such a mutually-owned FM network.

Attending the Meeting

In addition to the committee members, those present were: Roger W. Clipp, WFIL, Philadelphia; C. W. Myers, KOIN, Portland; W. Lee Coulson and Orrin W. Towner, WHAS, Louisville; Paul de Mars, Yankee Network; Richard A. Borel, WBNS, Columbus; Hoyt B. Wooten, WREC, Memphis; L. K. Nicholson, publisher, *New Orleans Times-Picayune;* L. W. Stinson, KVOO, Tulsa; Lewis Windmuller, WSJS, Winston-Salem, N. C.; Stanley E. Hubbard, KSTP, St. Paul; C. C. Boysen, comptroller, *Washington Post;* Fred R. Ripley, WSYR, Syracuse; Philip G. Loucks, representing WFAA, Dallas; Wesley I. Dumm, KSFO, San Francisco; Don D. Davis, WHB, Kansas City; Ray Manson and E. A. Hanover, WHAM, Rochester.

Heads Agency's Radio

APPOINTMENT of Holland E. Engle, for the last four years radio director of Erwin, Wasey & Co., Chicago, as director of radio of Cramer-Krasselt Co., Milwaukee, effective Sept. 1, was announced Aug. 30 by C. T. McElroy, executive vice-president. Mr. Engle has been director of the Carnation *Contented Hour.* He entered radio as talent in 1923 and until 1927 was actor and announcer at KDKA, Pittsburgh, WBT, Charlotte, and WHP, Harrisburg. In 1927 he built and managed WMMN in his home town of Fairmont, and in 1929 joined WWVA, Wheeling, as manager. Mr. Engle next moved to KMOX, St. Louis, where he created the Phillips Petroleum program, said to be the largest single-station contract ever placed. He was shifted to CBS in Chicago in 1932, becoming the western division program director and manager and production manager of WBBM.

FCC May Revise FM Forms Following Industry Protests

Fly Promises Further Study Into Stringent Parts Of Application Blanks; Conferences Planned

RESPONDING to industry demands, the FCC has paved the way for conferences looking toward revision of the new FM station application form (319) to eliminate provisions regarded as onerous by the industry, and which apparently have resulted in retarding interest in commercial FM. Thus far less than 40 applications have been filed for such stations, whereas the FCC had anticipated many times that number in the two months that have elapsed since the form was released.

Chairman James Lawrence Fly, in letters Aug. 23 to NAB President Neville Miller and Harold A. LaFount, president of National Independent Broadcasters, asserted that the FCC desired to conduct a further study and to give more consideration to the details of the application form. He instructed General Counsel Telford Taylor, as chairman of the Administrative Board, to arrange conferences.

Concededly Stringent

The FCC, Chairman Fly told BROADCASTING, is "anxious to alleviate onerous provisions of the application forms". Admitting that certain of the provisions were stringent, particularly those relating to the qualifications and background of applicants, he said the Commission would move swiftly as soon as the industry's views were known.

In his letter to Mr. Miller, Chairman Fly said it was the Commission's thought that broadcasting organizations might submit specific suggestions, following which conferences could be held between the industry's representatives and those of the FCC. The FCC Administrative Board, he said, has been instructed to be available for this work. He advised the NAB president that since it was felt independent broadcasters should be represented, he had suggested to Mr. Lafount the cooperation of NIB in the conferences.

Mr. Miller, away on a brief vacation following the NAB convention in San Francisco last month, had asked the FCC in a letter dispatched July 26 to simplify the FM form. It is expected he will confer with FCC officials following his return to Washington Sept. 3.

Mr. Lafount, replying to Chairman Fly's invitation on Aug. 26, said NIB would be represented in the discussions by himself and Andrew Bennett, NIB general counsel.

12 MORE SEEKING LICENSES FOR FM

TWELVE more applications for FM broadcast stations, all but two from companies operating existing standard broadcast stations, were filed with the FCC during the last fortnight, bringing to 34 the total filed to date [BROADCASTING, Aug. 1, 15]. Among the new applicants is A. S. Abell Co., publishers of the *Baltimore Sun.* The Journal Co., operating WTMJ, Milwaukee, has applied for a shift from 43.9 to 43.1 mc. for its proposed new FM station. The applications filed since the last issue of BROADCASTING are:

Baltimore, Md., The A. S. Abell Co., 44.3 mc. to cover 15,489 sq. miles, 3,308,983 population.

Schenectady, N. Y., Capitol Bestg. Co., 43.5 mc. to cover 6,589 sq. miles, 967,733 population.

Pittsburgh, Pa., Walker & Downing Radio Corp. (WWSW), 43.5 mc. to cover 8,400 sq. miles, 2,100,000 population.

St. Louis, Pulitzer Publishing Co. (KSD), 43.5 mc. to cover 6,564 sq. miles, 1,531,182 population.

Detroit WJR, The Goodwill Station, 43.7 mc. to cover 14,144 sq. miles, 3,636,615 population (exclusive of Canadian coverage).

Worcester, Mass., Worcester Telegram Publishing Co., Inc. (WTAG), 43.1 mc. to cover 20,437 sq. miles, 6,606,882 population.

Lexington, Ky., American Bestg. Corp. of Kentucky (WLAP) 44.1 mc. to cover 7,290 sq. miles, 415,501 population.

Los Angeles, Echo Park Evangelistic Assn. (KFSG), 45.5 mc. to cover 1,344 sq. miles, 1,496,792 population.

Los Angeles, Standard Bestg. Co. (KFVD) 45.1 mc. to cover 1,428 sq. miles, 1,901,124 population.

Chicago, National Bestg. Co., Inc. (WENR-WMAQ), 43.3 mc. to cover 12,520 sq. miles, 5,241,300 population.

Hartford, Conn., WDRC, Inc., 43.1 mc. to cover 13,944 sq. miles, 1,331,805 population.

Los Angeles, Don Lee Bestg. System (KHJ) 43.5 mc. to cover 6,944 sq. miles, 2,604,104 population.

San Francisco Schools Granted New FM Outlet

FIRST educationally-owned FM station to be authorized by the FCC since promulgation of the new FM rules is that of the Board of Education of the San Francisco Unified School District, which on Aug. 15 was granted a construction permit for 1,000 watts on 42.1 mc. The board, it is reported, has allocated $9,000 for the station, and $42,000 more has been made available. It is planned to construct 13 studios in high schools and colleges of the area and to use the station for non-commercial educational work entirely.

At the same time the Commission received an application from WBOE, of the Cleveland Board of Education, one of the few educational shortwave stations already in existence and operating with amplitude modulation, asking for authority to relinquish its 41.5 mc. AM operation with 500 watts and change over to AM with 1,000 watts on 42.5 mc.

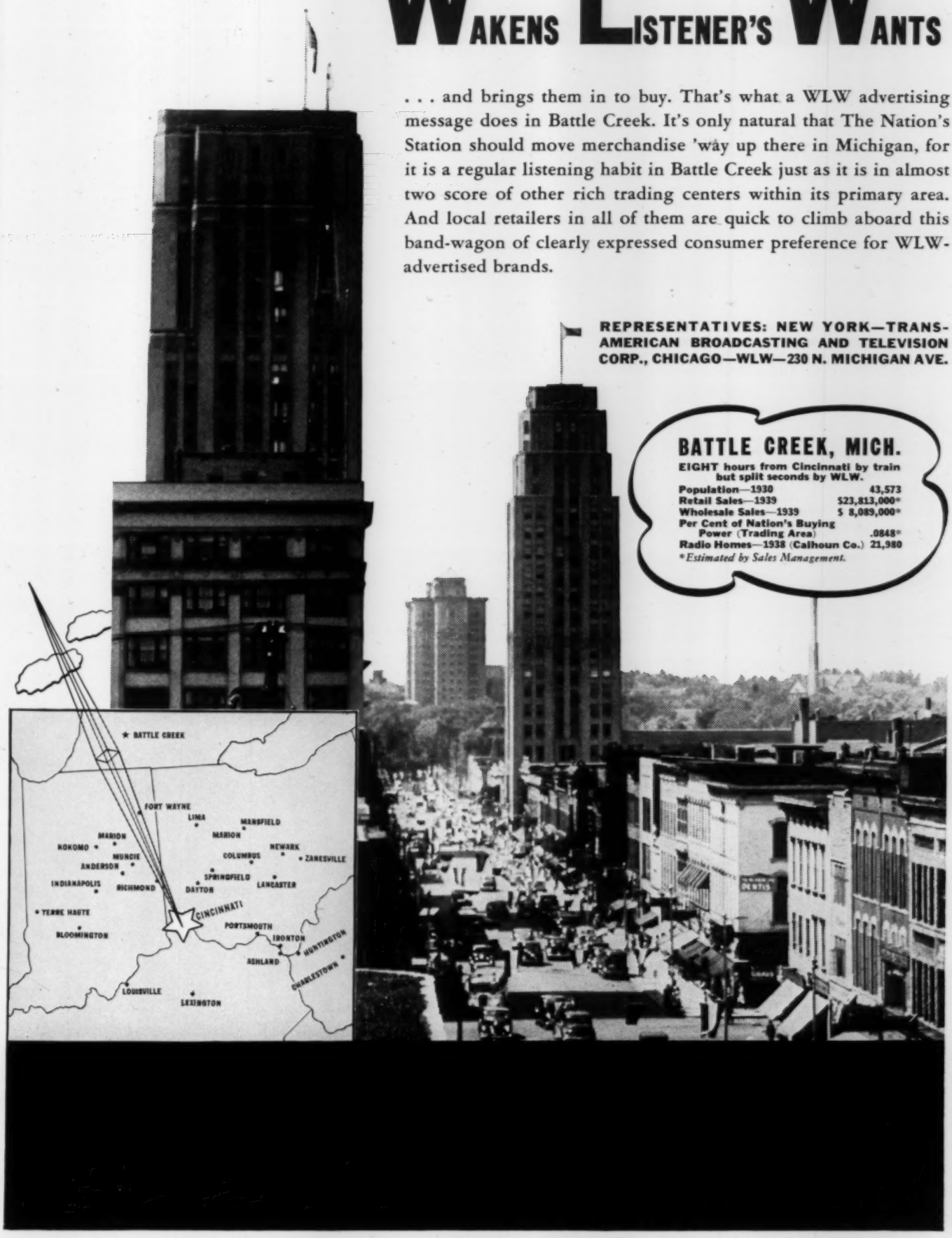
Clapp's Food on Blue

HAROLD H. CLAPP Inc., Rochester, subsidiary of American Home Products, New York, on Sept. 30 starts a five-weekly serial titled *Mother O' Mine* on NBC-Blue, Monday through Friday, 4-4:15 p.m. in the interests of Clapp's baby foods. Agency is Young & Rubicam, New York.

WAKENS LISTENER'S WANTS

. . . and brings them in to buy. That's what a WLW advertising message does in Battle Creek. It's only natural that The Nation's Station should move merchandise 'way up there in Michigan, for it is a regular listening habit in Battle Creek just as it is in almost two score of other rich trading centers within its primary area. And local retailers in all of them are quick to climb aboard this band-wagon of clearly expressed consumer preference for WLW-advertised brands.

REPRESENTATIVES: NEW YORK—TRANS-AMERICAN BROADCASTING AND TELEVISION CORP., CHICAGO—WLW—230 N. MICHIGAN AVE.



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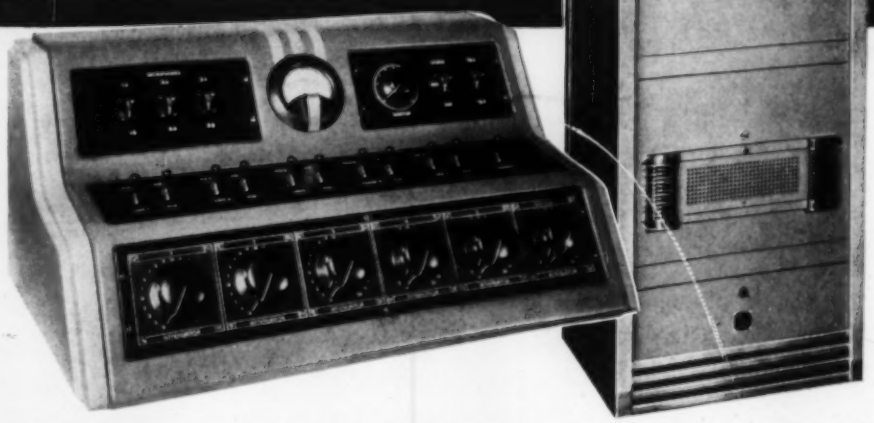
Meets Every FCC Requirement for F-M Stations!

RCA Speech Input Assemblies

78-B1 FOR TWO STUDIOS ★ 78-C1 FOR ONE STUDIO



- Response within 2 db., 30 to 15,000 cycles
- Three 2-stage *compensated* preamplifiers
- Interlocked monitoring and cueing speakers
- 17-watt monitoring and auditioning amplifier

Available for Immediate Delivery!

PERFORMANCE characteristics identical with world-famous RCA custom-built equipment . . . with the economy of *standardized* units, factory-wired and available for immediate delivery! That's the high-fidelity RCA 78-B1 speech input assembly, for two studios and six microphones . . . or the RCA 78-C1, for single studios.

Modern and streamlined in appearance and design, these assemblies offer unusual flexibility in mixing and switching. Three preamplifier channels and faders, two additional controls for turntables or remote lines—plus 3 microphone key-switches on the 78-B1—are associated with high-gain, flexible amplifying circuits to permit a wide range of applications usually requiring far more complex equipment. All controls, plus master gain control, are within easy reach on the console unit—for simultaneous program-airing and auditioning, for instant talk-back and cueing. Hinged-chassis construction permits instant access to all console and rack circuits.

Rack, console, and separate wall-mounting power-supply give greatest convenience of *location* as well as operation!

RCA 78-B1 operator's console control with switches for connecting preamplifier inputs to microphones in either of two studios, and mixer-outputs to either broadcast or auditioning channels. Other mixing circuits for turntables and remote lines. Illuminated V.I. meter may be set for either peak or RMS level or a VU meter is available if desired. 78-C1 is similar, but equipped for a single studio only, with 3 input channels but without audition keys.

This attractive, sturdy rack assembly, trimmed in satin-finish chromium, contains 3 high-fidelity RCA pre-amplifier channels, de luxe program amplifier, 17-watt monitoring and auditioning amplifier, and two double jack strips. Meter indicates plate-currents of all tubes in program channel.

If you're looking for highest-quality speech input equipment, at a price your station can afford, send today for literature on these RCA assemblies.

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PRINTED IN U.S.A.